

REQUEST FOR PROPOSALS (RFP)

To: Whom It May Concern
From: AIMS Ghana
Our ref.: CE-GH-OPS-RFP-2024-05-20-Agency Consultancy request for AIMS brand repositioning.
Date: 20 May 2024 N° of pages including this page: 12

Re: Proposal Request for Agency/Consultancy services for the brand repositioning of African Institute for Mathematical Sciences

If you do not receive all pages, please contact us immediately. Thank you.

20 May 2024

The African Institute for Mathematical Sciences (AIMS) Centre of Excellence in Ghana is requesting the services of an agency/consulting firm to develop its corporate brand as part of a brand refresh.

We invite interested parties to submit a proposal that includes strategy, timeline, cost, and deliverables, with more details of our criteria for selection outlined below.

Please submit your proposal via email by **17:00 GMT on Thursday, 27 June 2024** to branding@aims.edu.gh

Kindly note that costs incurred by you in preparing and submitting the proposal will not be reimbursed.

Yours sincerely,



Dr. Prince Koree Osei
Centre President,
AIMS Ghana



Background of AIMS

The African Institute for Mathematical Sciences - Network (AIMS-Network) is a pan-African network of Centres of Excellence for postgraduate training, research and outreach in the mathematical sciences. Its mission is to enable Africa's brightest students to flourish as independent thinkers, problem solvers and innovators, capable of propelling Africa's future scientific, educational and economic self-sufficiency.

The first AIMS Centre opened in Cape Town, South Africa in 2003. Since 2011, the AIMS-Network has opened additional Centres in Senegal, Ghana, Cameroon and Rwanda. Each AIMS Centre provides an intensive and broad education to over 50 African students each year and prepares them for leadership careers in academia, governance and industry. The AIMS-Network educational program relies on top international lecturers who teach in a 24-hour learning environment.

Background of Project

AIMS is 20 years, and in the intervening years, who we are as a brand has evolved. We are in need of a brand repositioning and story that embodies our current identity, as well as advances our mission. We are looking for not just a fresh and modern look, but one that stays true who we are and speaks to our vision of seeing a prosperous Africa, propelled by innovative education and mathematical science.

This request for proposal is to solicit proposals and establish a contract through a competitive negotiation with a qualified consulting firm/agency that has relevant experience, particularly in the area of identity branding, such as development of a brand values, brand visual development, and implementation from initial rollout to full transition into a refreshed brand.

Scope of Work:

The selected firm will be expected to fulfill the following deliverables:

- Brand Development: brand repositioning; the brand identity, narrative, story, and key messages.
- Brand visual development: craft creative elements in line with the new slogan/tag line, redefine tone of voice, market positioning, personality, among others.
- Brand Identity refresh: color palette, guidelines on look and feel, guidelines on imagery selection.
- Asset Development: brand guidelines, PPTs, e-signatures, among others.
- Launch: Recommend rollout plan and launch strategy.
- Repositioning Strategic Plan: develop strategic objectives that will inform the next steps for the AIMS Network, and promotion of our brand in accordance with industry best practices.
- Implementation Plan: develop an action plan for implementation of the updated brand in sufficient detail to allow the AIMS Network to understand the approach.

Objectives:

- Consistency – The brand refresh should convey a consistent message to our target audiences; internal and external audiences, the global AIMS Network and the world at large. A defined



message that will strategically reposition AIMS Network in the minds of our donors, stakeholders and all audiences as the Future of Science.

- Brand Identity – Through the proposed repositioning plan, craft, identify and promote what makes AIMS distinct.
- Flexibility – The brand must be flexible and adaptable in the dynamic modern world.
- Originality – The brand must be authentic and resonate with the AIMS community.

Criteria:

The proposal will be evaluated using the following criteria:

- Creativity
- Experience and success with providing rebranding services to similar organizations
- Skill, ability, and capacity to perform the specific scope of work required.
- Specific plans or methodology to be used to perform the services
- Proposed metrics to measure success
- Quality of proposal and references
- Proposed budget and pricing structure
- Relevant case studies and examples showcasing past brand strategy excellence
- Project management capabilities.

Competencies and Requirements:

Our procurement processes require us to invite experienced agencies/consultants to respond to this invitation to demonstrate how their credentials and experience can support the next phase of our institution.

Your proposal submission should include:

- Curriculum Vitae (CV)
- Portfolio of recently completed campaigns and projects
- Testimonials
- Company overview
- Budget
- Examples of past work
- Any additional information that showcases why you are the right agency/consultancy for this project

Requests for Clarification:

Applicants are required to submit any request for clarification or any question in respect of this RFQ by e-mail to branding@aims.edu.gh. No application should be submitted to another address. Applicants are requested to keep all questions concise. AIMS Ghana will compile the questions received. AIMS Ghana may, at its discretion, copy any reply to a question to all other invited applicants at once.



All documents, markings and labelling should appear in English.

Special Requirements:

- Proposals submitted after the submission deadline shall not be accepted.
- AIMS reserves the right to reject any or all application proposals or to cancel the application process.
- AIMS does not guarantee any contract as a result of this invitation.
- After this RFQ has been released, contact between an Applicant and AIMS Ghana is prohibited, except for the afore-mentioned purposes. Violation of this clause may result in rejection of the application.
- This is not a purchase order, and this document should not be construed in any way a contract or employment offer.

Conditions for submitting offers:

Applications should be submitted in one full set (a single PDF or attachment file) must be sent no later than **17:00 GMT on Thursday, 27 June, 2024** to branding@aims.edu.gh. Only proposals submitted to this email address will be considered.

Offers not addressed, attached, and sent as such may be disqualified from the tender process.

Faxed applications will not be accepted.

Confirmation:

Please send acknowledgement of receipt of this document and your intention to apply to branding@aims.edu.gh.

Additional Terms and Conditions:

Please state in your application, your acceptance of attached AIMS Ghana Terms and General Conditions in Annex A below. Failure to do so may result in disqualification of your offer from further evaluation.

Thank you and best regards,

Dr. Prince Koree Osei
Centre President,
AIMS Ghana.



ANNEX A

AIMS-GHANA GENERAL TERMS AND CONDITIONS FOR ALL SERVICE CONTRACTS

1. LEGAL STATUS

The applicant shall be considered as having the legal status of an independent applicant. Agents or employees of the applicant shall not be considered in any respect as being employed or in any manner officials or staff members of the AIMS Ghana.

2. ASSIGNMENT OF PERSONNEL

The applicant shall not assign any persons other than those accepted by the AIMS Ghana for work performed under this contract.

3. OBLIGATIONS

The applicant and all individuals assigned by it to perform services under this contract:

- (a) Shall neither seek nor accept instructions from any authority external to the AIMS Ghana in connection with the performance of its/their services under this contract.
- (b) Shall refrain from any action which may adversely affect the AIMS Ghana and shall fulfil its/their commitments with the fullest regard for the interests of the AIMS Ghana.
- (c) Shall assure compliance with all applicable laws of the country where the applicant is registered as well as those in which the activities are performed.
- (d) Assure that all duties are conducted with integrity, free from any taint of dishonesty or corruption and that all persons are respected equally without any distinction or discrimination based on nationality, race, gender, religious beliefs, class or political opinions.
- (e) Shall not advertise or otherwise utilize to its/their advantage the fact that it is or has been an applicant with the AIMS Ghana.
- (f) Shall not, in any manner whatsoever use the name, emblem or official seal of the AIMS Ghana or any abbreviation of the name of the AIMS Ghana in connection with its business or otherwise, except as required for the fulfilment of its contractual duties hereunder and then only with the express prior written approval of the AIMS-Network President or his/her designate.
- (g) Shall not communicate at any time to any other person (legal or natural), Government or authority external to the AIMS Ghana any information known to it/them by reason of its/their association with the AIMS Ghana which has not been made public, except in the course of their duties or by authorisation of the AIMS-Network President or his/her designate; nor shall applicants or assigned individuals at any time use such information to its/their private advantage.
- (h) When performing the services on AIMS Ghana premises or at any location when representing the AIMS Ghana, shall act in a manner consistent with the values of the African Institute for Mathematical Sciences Ghana and shall abide by the rules of conduct set out in





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the AIMS Ghana's Code of Conduct (a copy of which has been provided by the AIMS Ghana). The applicant acknowledges and accepts that any violation of these rules of conduct by it or any individual assigned by it to perform services on its behalf shall be considered breach of an essential term of this contract.

- (i) The obligations set out in sub-clauses (e), (f) and (g) above shall continue upon expiration or termination of this contract with the AIMS Ghana.

REPRESENTATIONS AND WARRANTIES

The applicant represents and warrants:

- (a) It is not engaged in the sale or manufacture, either directly or indirectly, of anti-personnel mines or any components produced primarily for the operation thereof.
- (b) To ensure the respect of internationally agreed core labour standards, e.g. the ILO core labour standards, conventions on freedom of association and collective bargaining, elimination of forced and compulsory labour, elimination of discrimination in respect of employment and occupation, and the abolition of child labour.
- (c) It is not engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including the requirement that children be protected from performing any work that is likely to be hazardous, to interfere with their education, or to be harmful to their health and development.
- (d) It respects the basic social rights and working conditions of its employees, servants, agents and sub-applicants.
- (e) There are no material claims or allegations outstanding against the applicant that might adversely affect the AIMS Ghana or its reputation.

4. TITLE RIGHTS

- (a) During the term of this contract, the applicant shall disclose to the AIMS Ghana all ideas, inventions, business plans or any other materials developed by it during the term of this contract because of the services provided to the AIMS Ghana by the applicant.
- (b) The AIMS Ghana shall be entitled to all property rights including but not limited to patents, copyrights and trademarks, regarding material which bears a direct relation to, or is made in consequence of, the services provided to the AIMS Ghana by the applicant. At the request of the AIMS Ghana, the applicant shall assist in securing such property rights and transferring them to the AIMS Ghana in compliance with the requirements of applicable law. At the request of the AIMS Ghana, the applicant shall take all necessary steps, execute all necessary documents and generally assist in securing such property rights and transferring them to the AIMS Ghana in compliance with the requirements of applicable law.
- (c) All materials prepared as well as, all data collected and processed in the course of the applicant's work for the AIMS Ghana is the property of the AIMS Ghana. Such information cannot be used by the applicant for any purpose, other than that agreed under the terms of this contract, without the prior written approval of the AIMS-Network President or his/her designate.
- (d) Title to any equipment and supplies which may be furnished by the AIMS Ghana shall rest with the AIMS Ghana and any such equipment shall be returned to the AIMS Ghana as soon



as possible, when no longer needed by the Applicant. In any event, all equipment and supplies must be returned to the AIMS Ghana upon the termination or expiration of this contract. Such equipment, when returned to the AIMS Ghana, shall be in the same condition as when delivered to the applicant, subject to normal wear and tear. The applicant bears all responsibility for lost or damaged equipment and supplies.

5. TAX EXEMPTION

The applicant's fee shall reflect any tax exemption to which the AIMS Ghana is entitled by reason of any immunities which it enjoys. If it is subsequently determined that any taxes which have been included invoiced are not required to be paid, the AIMS Ghana shall deduct the amount from the service fee or, if it has paid any such taxes, it shall be refunded by the applicant.

6. DELAY

Without prejudice to clause 8 below, if the services have not been completed during the agreed time period, any additional costs or damages incurred by the AIMS Ghana due to such delay may be withheld from any amounts owed to the applicant.

7. TERMINATION OF CONTRACT

- (a) This contract may be terminated at any time by either party before the expiry date of the contract by giving written notice to the other party. The period of notice shall be five days in the case of contracts for a total period of less than two months and fourteen days in the case of contracts for a longer period.
- (b) This contract may be terminated by the AIMS Ghana with immediate effect at any time if the applicant has breached any of his contractual obligations with the AIMS Ghana or if in the reasonable opinion of the AIMS Ghana the applicant has brought or is reasonably likely to bring the AIMS Ghana's reputation into disrepute.
- (c) In the event of the contract being terminated prior to its due expiry date in this way, the applicant shall be compensated on a pro rata basis for no more than the actual amount of work performed to the satisfaction of the AIMS Ghana. Additional costs or damages incurred by the AIMS Ghana resulting from the termination of the contract by the applicant or by the AIMS Ghana in accordance with para (b) above, may be withheld from any amount otherwise due to the applicant by the AIMS Ghana.

8. BANKRUPTCY

Should the applicant file any petition for bankruptcy, or should the applicant make a general assignment for the benefit of its creditors, or should a receiver be appointed on account of the applicant's insolvency, the AIMS Ghana may under the terms of this contract, terminate the same forthwith by giving the applicant written notice of such termination

9. FORCE MAJEURE

Force majeure, as used herein, shall mean acts of God, laws or regulations, industrial disturbances, acts of the public enemy, civil disturbances, explosions and any other similar cause of equivalent force not caused by, nor within the control of either party, and which neither party is able to overcome. As soon as possible after the occurrence of the force majeure and within not



more than 15 days, the applicant shall give notice and full in writing to the AIMS Ghana of such force majeure if the Applicant is thereby rendered unable, wholly or in part, to perform his obligations and meet his responsibilities under this Contract. AIMS Ghana shall then have the right to terminate the Contract by giving in writing seven days' notice of termination to the Applicant, and the Applicant shall return any deposit paid by the AIMS Ghana.

10. INDEMNIFICATION AND INSURANCE

(a) The applicant shall indemnify, hold harmless and defend at its own expense the AIMS-Network, its officers, agents and employees from and against all suits, claims, demands and liability of any nature or kind, including costs and expenses, arising out of acts or omissions of the applicant or its employees in the performance of this contract. The applicant shall provide and thereafter maintain for the duration of this contract and any extension thereof all appropriate workmen's compensation insurance and furnish proof to the satisfaction of the AIMS Ghana of adequate liability insurance (including as relevant employers liability insurance, comprehensive general liability insurance, automobile liability insurance and professional liability insurance). The applicant shall further provide such health and medical insurance for its agents or employees as the applicant may consider advisable.

11. OFFICIALS NOT TO BENEFIT

The applicant represents and warrants that no official of the AIMS Ghana has been, or shall be, admitted by the applicant to any direct or indirect benefit arising from this contract or the award thereof. The applicant agrees that breach of this provision is a breach of an essential term of this contract.

12. AMENDMENTS AND ASSIGNMENTS

No change in or modification of this contract shall be made except by prior written agreement between the applicant and the AIMS Ghana's authorised representative. The applicant shall not assign, transfer, pledge, sub-contract or make other disposition of this contract or any part thereof, or of any the applicant's rights, claims or obligations under this contract except with the prior written consent of the AIMS Ghana.

13. ARBITRATION

Any dispute, controversy or claim arising out of or relating to this contract, or the breach, termination or invalidity thereof, shall be settled by arbitration in accordance with the United Nations Commission on International Trade Law (UNCITRAL) Arbitration Rules as at present in force. The place of arbitration shall Accra, Ghana, and the language to be used in the arbitral proceedings shall be English. The arbitral tribunal shall have no authority to award punitive damages. The parties agree to be bound by any arbitration award rendered in accordance with this paragraph as final adjudication of any such dispute, controversy, or claim.





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(AIMS Ghana)**

14. GOVERNING LAW

This contract shall be governed by Ghana law.

15. AIMS GHANA PRIVILEGES AND IMMUNITIES

Nothing in or relating to this contract shall constitute or be deemed a waiver, express or implied, of any of the privileges and immunities of the AIMS Ghana.

16. ANTI-CORRUPTION POLICY

AIMS Ghana has a ZERO tolerance for any corrupt practice or behaviour by any of the AIMS Ghana employees and its applicants and contractors. AIMS Ghana completely prohibits offering, giving or agreeing to give to any employee of AIMS Ghana any gift or commission or consideration of any kind as an inducement or reward for:

- doing or not doing (or for having done or not having done) any act in relation to the obtaining of any contract with AIMS Ghana; or
- showing or not showing favour or disfavour to any person in relation to any contract it enters into with any applicant or contractor;

If any of AIMS employees contact the vendor or the contractor for any gift or commission or consideration of any kind (financial and non-financial), then the vendor must report that matter immediately to the Internal Auditor, AIMS Global Network at sali@nexteinstein.org with a copy to AIMS-Network Chief Financial Officer at rauditto@nexteinstein.org.

17. RELATED PARTY DECLARATION

The applicant must make a declaration in writing if they or any of their employees have any direct or in-direct relation with any of the AIMS employees. Failing to do so may result in rejections of the applications or cancellation of the contract, as the case may be.



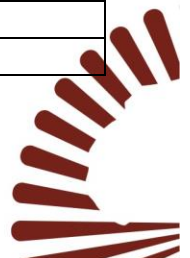
ANNEX B

SUPPLIER PROFILE / REGISTRATION FORM

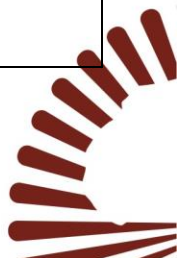
No

Please fill in this questionnaire in order to register.
Information given in this questionnaire will be handled confidentially.
Please attach all other documents requested in the questionnaire.

| | | | | | |
|----------|--|--------|--|-------|--|
| 1 | NAME OF COMPANY: | | | | |
| | Mailing Address: | | | | |
| | Country: | | | | |
| | Contact Person(s): | | | | |
| | Telephone: | | | | |
| | E-mail: | | | | |
| | Web site: | | | | |
| | Tax Identification Number (TIN): | | | | |
| 2 | TYPE OF ORGANISATION: (Please check) | | | | |
| | <input type="checkbox"/> Individual | | <input type="checkbox"/> Private Limited Liability Company | | <input type="checkbox"/> Non-Profit Organization |
| | <input type="checkbox"/> Partnership | | <input type="checkbox"/> Public Limited Liability Company | | <input type="checkbox"/> Other* |
| | * (Please explain) | | | | |
| | Year Established: | | | | |
| | Under the laws of: | | | | |
| | Quoted on the Stock Exchange of: | | | | |
| | Please attach copy of registration certificate | | | | |
| 3 | TYPE OF BUSINESS: (Please check) | | | | |
| | <input type="checkbox"/> Manufacturing | | <input type="checkbox"/> Construction | | <input type="checkbox"/> Trading |
| | <input type="checkbox"/> Consultancy | | <input type="checkbox"/> Service Provider | | <input type="checkbox"/> Other* |
| | * (Please explain) | | | | |
| | Please describe your company's major business activity: | | | | |
| | Please indicate the main commodities/services your company offers: | | | | |
| 4 | SIZE OF BUSINESS: | | | | |
| | Please provide a copy of your latest audited financial statements. | | | | |
| | Turnover (last financial year) | Ended: | YYYY/MM/DD | US\$: | |
| | (previous financial year) | Ended: | YYYY/MM/DD | US\$: | |
| | (previous financial year) | Ended: | YYYY/MM/DD | US\$: | |
| | No. of Employees: | | No. of Branches: | | |
| | No. of International Offices: | | | | |
| | Location of Factories: | | | | |
| | No. of Plants: | | | | |
| | No. of Warehouses: | | | | |
| | Countries to which you do not export: | | | | |



| | | | |
|-----------|---|---------------------------|------------------------------|
| 5 | AFFILIATED/HOLDING/SUBSIDIARY COMPANIES: | | |
| | <i>Name</i> | <i>Address</i> | <i>Nature of Affiliation</i> |
| | 1. | 1. | 1. |
| | 2. | 2. | 2. |
| | 3. | 3. | 3. |
| | Please attach an organisation chart | | |
| 6 | PERSONS AUTHORISED TO SIGN BIDS, OFFERS AND CONTRACTS: | | |
| | <i>Name</i> | <i>Position</i> | <i>Telephone</i> |
| | | | |
| | | | |
| | | | |
| | | | |
| 7 | BANKING INFORMATION: | | |
| | Name: | | |
| | Address: | | |
| | Account Number: | SWIFT Code: | |
| | IBAN: | | |
| 8 | REFERENCES: | | |
| | <i>Date</i> | <i>Service or Product</i> | <i>Value (US\$)</i> |
| | | | |
| | | | |
| | | | |
| | Please specify your quality assurance standards: | | |
| 9 | NAMES OF OFFICERS, OWNERS OR PARTNERS: | | |
| | Owner(s): | | |
| | Chief Executive Officer: | | |
| | Chief Financial Officer: | | |
| 10 | PAYMENT TERMS: | | |
| | <ul style="list-style-type: none"> ➤ The AIMS Network shall make payments within 30 days following receipt of goods in good order and all requested documentation. ➤ Payments shall be made only against supplier's invoice and shall be subject to conformity of goods to specifications. ➤ For your information, the AIMS Network 's documentation requirements frequently include an acknowledgement of delivery certificate signed by a local representative of the AIMS Network. ➤ Please note that any non-acceptance of these terms may preclude your company from being considered as a potential supplier. | | |
| 11 | QUALITY ASSURANCE: | | |
| | Please attach any certificates or documents which denote quality assurance. | | |
| 12 | TERMS AND CONDITIONS: | | |
| | Please carefully read the attached Terms and Conditions of the AIMS Network, which shall be applicable for purchases by the AIMS Network. Signing and returning this form, confirms your acceptance of the Terms and Conditions. | | |



| | | |
|-----------|---|--|
| 13 | CERTIFICATION: | |
| | The undersigned, an authorised signer for the company, hereby certifies that the information provided herein, including that on any attached pages, is true and correct to the best of his/her knowledge. The same acknowledges having read and agreed to the AIMS Network's payment terms of 30 days credit: | |
| | Name and Title: | |
| | Date: | |
| | Signature: | |

List of Supplies and Services Provided

| PROVIDED | COMMODITY/SERVICE |
|------------------|-------------------|
| Goods: | |
| | |
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| | |
| | |
| | |
| Services: | |
| | |
| | |
| | |
| | |
| | |

Please note that the above list is not exhaustive. Rather, it represents those goods and services which we are most likely to require.

