

**TERMS OF REFERENCE
CONCEPTUALIZATION AND PRINTING OF
GREEN AWARDS 2023 & 2024 COFFEE TABLE BOOK**

BACKGROUND/ RATIONALE

There is no better way to celebrate the success of the Green Awards 2023 and 2024 other than to immortalize it through a coffee table book. The coffee table book will serve as an inspiration to the different communities and businesses who participated in this milestone event and to those who wish to be a part of a green history. There will be two editions of the coffee table book: milestones and winners of the Green Awards (1) 2023 and (2) 2024.

PROJECT DESCRIPTION

To conceptualize and print two coffee table books for Green Awards 2023 and 2024. The first coffee table book (2023) is scheduled for distribution during the launching of Green Awards 2024 within the last week of June 2024 while the second coffee table book (2024) is scheduled for distribution on December 2024. A total of 2,000 copies of the coffee table book will be released with 1,000 copies for Green Awards 2023 and 1,000 copies for 2024.

The project will have the following components:

Pre-Production and Creative Conceptualization

This covers the tone and creative treatment of the two Coffee Table books. The two coffee table books should share the same creative treatment, but can be distinguished from the other. Aside from creative conceptualization, this phase will also include content gathering, copywriting, graphic design, general pegs or moodboard, and layout of the coffee table book.

Submission of Drafts for proofreading and revision

Upon approval of the captions and copies, graphic design, and layout, the next phase will be the printing of a mock-up of the coffee table book for checking and revisions. The corrections and revisions will be included in the coffee table book and presented again for approval.

Production Phase

Upon approval of the content and design, this phase ensures that files for printing meet the below technical requirements:

Size:

8 inches x 9 inches - folded (inside)

16 inches x 9 inches - spread (inside)

8.125 inches x 9.25 inches - folded (cover)

220 inside pages excluding cover and end paper

Hard cover - c2s 120 lbs wrapped in pasteboard # 20

Inside - Magno Plus Gloss 150 gsm
Endpaper - vellum 100 lbs"
Color: 4C/4C
Smyth-sewn (hardbound)
With headband
Hard cover with matte lamination and 3D spot UV
With plain corrugated box (10 copies/box)
Individually shrink-wrapped
Inclusive of:
Creative conceptualization
Photography and Logistics within Metro Manila
Graphic Design (page layout and composition)
Editorial assistance

Final Print and Delivery

This is the final phase of the project and both parties should ensure the adherence to the agreed delivery schedules.

In line with the philosophy of QC Green Awards, the materials used in printing such as paper, cardboard should, if possible, be made from eco-friendly materials. The printing quality must not be compromised.

Distribution of Green Awards 2023 Coffee Table Book will be during the launching of Green Awards 2024 this last week of June 2024.

SCOPE OF WORK

The following are the minimum activities to be undertaken by the Service Provider under this contract:

Pre-Production and Creative Conceptualization

- Content development – create detailed concept proposal that contains the coffee table book structure, layout and design elements in line with the objectives of the book
- Collection of high-quality content including photos/images, illustrations and written content relevant to the book's theme
- Writing of captions and narrative text for the coffee table book

Submission of Drafts for proofreading and revision

- Proofreading and editing until the design and content is approved
- Creation of mockups and printing of prototypes

Production Phase

- Implement the finalized design plan to create page layouts that complement the content.
- Monitor printing process to ensure quality based on the required specifications
- Conduct thorough quality checks at each stage of production to identify and address any issues promptly

Delivery and Post-production

- Ensure delivery according to the agreed schedule
- Address any concerns or requests for revisions in a timely and professional manner
- Turnover digital files and printing specifications to client

MODE OF PROCUREMENT AND APPROVED BUDGET FOR THE CONTRACT

The mode of procurement shall be open to competitive bidding pursuant to the 2016 Revised Implementing Rules and Regulations (RIRR) of the Republic Act No. 9184, otherwise known as the Government Procurement Reform Act.

The approved budget for the contract shall be Php 10,000,000.00 only.

The project cost shall be fixed and there shall be no price adjustments applicable for the duration of the contract except when operations costs are increased by more than 10% as a result of extraordinary circumstances as determined by National Economic Development Authority (NEDA). Pursuant to the provisions of RA 9184 and its IRR on contract price escalation, all contract price escalation shall be approved by the Government Procurement Policy Board (GPBB)

PROJECT STANDARDS

- At least 5 years of experience in delivering Creative and Marketing Communications services.
- With proven track record in planning, writing, designing, and production of print materials.
- With proven record and years of experience in printing and publication.
- With proven experience in working or providing similar service with the government and/or its agencies, private organizations and/or Non-Government Organizations with at least 50% of the ABC within three (3) years prior to the deadline of submission and receipt of bids.
- Has an organization comprised of full-time regular employees with expertise in communication strategy, creative development, design, script writing, creation of informational write-ups, print production and project management.
- Has direct ownership of printing technologies such as but not limited to offset printing and large format printing.
- No derogatory record of both administrative and or criminal cases filed against the company or its officers.

TERMS OF PAYMENT

The payment of the amount corresponding to the value of goods shall be made after the delivery of all of the obligations and undertakings stated in this document.

Payment will be divided into six tranches:

Green Awards Coffee Table Book 2023	Submission of concept 1 st tranche payment 10%	Submission of First Draft 2 nd tranche payment 10%	FINAL APPROVAL 3 rd tranche payment 30%
Green Awards Coffee Table Book 2024	Submission of Concept 4 th tranche payment 10%	Submission of First Draft 5 th tranche payment 10%	FINAL APPROVAL 6 th Tranche/Final payment 30%

PENALTIES FOR BREACH OF CONTRACT

Failure to deliver the services set by the City shall subject the Contractor to penalties and/or liquidated damages pursuant to RA 9184 AN ACT PROVIDING FOR THE MODERNIZATION, STANDARDIZATION AND REGULATION OF THE PROCUREMENT ACTIVITIES OF THE GOVERNMENT AND FOR OTHER PURPOSES and its revised Implementing Rules and Regulations.


CANCELLATION OR TERMINATION OF CONTRACT

Should there be any dispute, controversy or difference between the parties arising out of this TOR, the parties herein shall exert efforts to amicably settle such dispute or difference. However, if any dispute, controversy or difference cannot be resolved by them amicably to the mutual satisfaction of the parties, then the matter may be submitted for arbitration in accordance with existing laws, without prejudice for the aggrieved party to seek redress before a court of competent jurisdiction.

The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the City terminated the Contract due to default insolvency, or for cause, it may enter into negotiated procurement pursuant to section 53(d) of RA 9184 and its IRR.

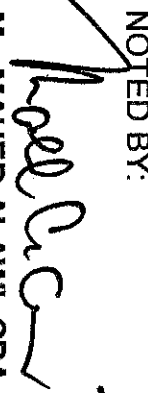
PREPARED AND RECOMMENDED BY:

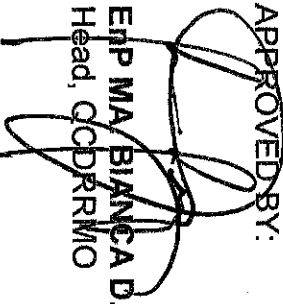

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