

Ref. RADA/R/C-L/21/338
October 20, 2021

PUBLIC NOTICE

Subject: Call for Bids: Graphic Design for a Front-of-Package (FoP) label study

Overview

The Reconciliation and Development Association (RADA) in coordination with its research partners, Resolve to save lives and the Ministry of Public Health, seeks a graphic designer or graphic design firm (hereafter referred to as, the designer) to develop images for use in our research study. The purpose of the study is to determine an effective front-of-package (FoP) label system to display on packaged foods in Cameroon which have unhealthy amounts of sodium, sugar, and saturated fat.

An effective FoP warning label in Cameroon would discourage the purchase of **unhealthy foods** and be easily understood by Cameroonians regardless of literacy level.

An example of an effective set of FoP warning labels in use in Chile as found below;



Note: a "set" of labels shares a common design but will include warnings for different nutrients

Summary Scope of Work

The selected designer will be provided a detailed Brief that will enable it to:

1. Produce different sets of warning labels (negative) suitable for placement on the front of packaged food products sold in [Cameroon]. Each set to consist of a label along with the words "high in saturated fat", "high in salt", "high in sugar" and "high in total energy/calories" (or other words per outcome of research) and an icon that pictorially represents these ingredients.
2. Labels will convey a simple, easy to understand message to all consumers that the food product will not be beneficial to health or assist with a reduction of obesity, without them having to interpret the scientific basis behind it.
3. Produce the Final version (s) of design labels for advocacy towards government for legislation

To be eligible, the designer should respond to this call for bids that will include the following information against which criteria all submissions will be evaluated for the selection of the best bidder.

1. Their capability to undertake the design work giving examples;
2. Their experience in design work in the area of packaging and logo design;
3. Details of design costs
4. The agency's approach to management of this project for timely delivery
5. An undertaking to meet the time constraints of this project

All designers must be free from conflicts of interest (i.e., current or previous work with the food and beverage industry) and willing to sign a confidentiality agreement in this regard if selected.

All applications to be submitted on or before October 27th, 2021 addressed to the CEO/President, RADA in our office 3rd Floor, Quifeurou Building, Way In Nkwen Market, Bamenda. Only shortlisted bidders will be contacted.

Files should contain;

- Registration number of your agency
- National ID Card
- Draft proposal including cost of designing and printing.
- Pass samples of your designed logos.

Thank You


Ferdinand M. Sonyuy
CEO, RADA.

