

REQUEST FOR PROPOSAL

Design of ZEP-RE 2025 Annual Report

Growing Africa's Resilience

ZEPRE/RFP/001/2026

Issued: February 2nd, 2026

Submission Deadline: February 22nd, 2026, at 17:00 EAT

1. AN INVITATION TO SHAPE AFRICA'S STORY

In 1990, twenty African leaders gathered in Mbabane, eSwatini, with a revolutionary conviction: that Africa's prosperity could not be built on foreign foundations alone. They did not just create another reinsurance company, they ignited a movement.

Thirty-five years later, ZEP-RE (PTA Reinsurance Company) stands as Africa's leading pan-African reinsurer, protecting over 200 companies across 50 countries, serving 300,000+ families through innovative parametric insurance, and building resilience across the continent through Ubuntu, the philosophy that 'I am because we are.'

We are not just seeking a design vendor. We are seeking a creative partner to tell the story of Africa's resilience, past, present, and future.

This is your opportunity to create not just an annual report, but a landmark piece of design work that showcases what African institutions can achieve when creativity meets purpose. The 2025 Annual Report will be seen by government leaders, institutional investors, development partners, and insurance professionals across Africa and globally. It will be referenced, shared, and studied as a benchmark for years to come.

2. ABOUT ZEP-RE

2.1 Our Foundation

ZEP-RE is an institution of the Common Market for Eastern and Southern Africa (COMESA), established in 1990 through an Agreement of Heads of State and Government of the then Preferential Trade Area and operational since 1993. We are headquartered in Nairobi, Kenya, with nine strategic offices across the continent.

2.2 Our Mission

To be a leading partner in growing Africa's resilience through sustainable and innovative (re)insurance solutions, collaborating with private and public sectors to close the protection gap and promote economic growth.

3. THE CREATIVE OPPORTUNITY

3.1 The Vision

We are seeking exceptional design talent to create our 2025 Annual Report, a bilingual (English/French) publication that goes beyond conventional financial reporting to tell the compelling story of African resilience, excellence, innovation, and Ubuntu in action.

This is an opportunity to:

- Create a design language that reflects African creativity and sophistication
- Translate complex financial and insurance concepts into compelling visual narratives
- Showcase our values through thoughtful, human-centered design
- Set a new benchmark for annual report design across Africa
- Build a portfolio piece that demonstrates world-class African design excellence

3.2 Scope of Work

The selected design partner will be responsible for:

Phase 1: Concept Development

- Develop three (3) distinct concept designs for the annual report
- Create cover design options (front and back) for each concept
- Design sample interior spreads showcasing layout, typography, and visual approach
- Present concepts with rationale aligned to ZEP-RE's brand story
- Participate in presentation/feedback session with ZEP-RE team

Phase 2: Design Execution

- Complete layout and design for approximately 100+ pages English
- Create custom infographics, data visualizations, and iconography
- Source and/or commission photography that reflects African authenticity
- Design chapter dividers and maintain thematic flow throughout
- Develop consistent visual language across both English and French sections
- Ensure all design elements align with ZEP-RE brand guidelines (provided)

Phase 3: Production Guidance

- Recommend paper stock, binding, and print specifications
- Prepare print-ready files (including bleed, crop marks, color management)
- Create digital/interactive PDF version optimized for online viewing

3.3 Technical Specifications

- **Format:** A4 portrait
- **Page Count:** Approximately 100+ pages total)
- **Deliverables:** Interactive digital PDF for web and print-ready PDF with specifications

- **Brand Alignment:** Must adhere to ZEP-RE Brand Guidelines (provided to shortlisted candidates)
- **File Formats:** Adobe InDesign (or equivalent) source files, high-res PDF

4. WHAT WE ARE LOOKING FOR

4.1 Required Qualifications

- **Proven Excellence:** Minimum 5 years of experience in editorial and report design
- **Annual Report Expertise:** Portfolio must include at least 3 annual reports for corporate/institutional clients
- **Pan-African Understanding:** Experience working with African institutions or African-focused projects
- **Data Visualization Skills:** Strong ability to create clear, engaging infographics and charts
- **Production Knowledge:** Understanding of print production processes and specifications
- **Legal Standing:** Valid business registration and tax compliance in country of operation

4.2 Desired Attributes

- Strategic Thinking: Ability to translate brand values into visual language
- Innovation: Fresh, contemporary approach that challenges conventional annual report design
- Collaboration: Strong communication skills and openness to feedback
- Cultural Sensitivity: Understanding of Ubuntu philosophy and African storytelling traditions
- Excellence Orientation: Commitment to producing world-class work that raises the bar

5. PROPOSAL REQUIREMENTS

Your proposal should demonstrate why you are the right creative partner for this landmark project. We are looking for thoughtfulness, creativity, and strategic alignment beyond just technical capability.

5.1 Required Submission Documents

A. Cover Letter (Maximum 2 pages)

- Your understanding of ZEP-RE's mission and brand story
- Why this project excites you and aligns with your capabilities
- Your initial creative vision (high-level, not detailed concept)

B. Studio Profile

- Company background and history
- Key team members and their roles (include brief bios)
- Studio capabilities and design philosophy
- Awards and recognition (if applicable)

C. Portfolio (CRITICAL)

Submit a curated portfolio showcasing your best work. Quality over quantity.

- **Minimum 3 annual reports** (provide full PDFs or links to digital versions)
- **Data visualization examples** (infographics, charts, financial reporting)
- **Editorial design work** (magazines, reports, publications)

For each portfolio piece, include: (1) Project brief/challenge, (2) Your creative solution, (3) Results/impact (if measurable)

D. Client References

- Provide contact details for three (3) recent clients
- At least two should be for annual report projects
- Include: Client name, contact person, email, phone, project description, project year

E. Methodology & Approach

- Your proposed process for concept development
- How you will collaborate with ZEP-RE team
- Your approach to feedback and revisions
- Quality assurance and file delivery process

F. Project Timeline

- Proposed schedule from concept development to final files
- Key milestones and deliverable dates

- Estimated duration for each phase

G. Fee Proposal

Provide a comprehensive fee structure in US Dollars (USD), including:

- Professional fees (broken down by phase if applicable)
- Photography costs (estimated or separate)
- Stock imagery licensing (if required)
- Revision rounds included
- Payment terms

H. Compliance Documents

- Valid business registration certificate
- Current tax compliance certificate
- Declaration that you are not sanctioned/blacklisted by any government or international institution

6. EVALUATION CRITERIA

Proposals will be evaluated through a two-stage process focused on quality, creativity, and strategic fit:

6.1 Portfolio & Qualifications Review

All submissions will be assessed on the following criteria:

Evaluation Criterion	Weight	What We Are Looking For
Portfolio Quality & Relevance	35%	Exceptional annual reports that demonstrate innovation, sophistication, and strategic thinking
Creative Excellence	25%	Original thinking, visual sophistication, and ability to elevate brand storytelling
Experience & Expertise	20%	Track record with institutional clients, production knowledge, team capabilities
Approach & Methodology	15%	Clear process, collaborative mindset, realistic timeline
Value for Money	5%	Competitive pricing

Final selection will be based on: Concept creativity and alignment (50%), Presentation quality (20%), Chemistry/collaboration potential (15%), Fee competitiveness (15%)

7. TIMELINE & SELECTION PROCESS

Date/Timeline	Activity
February 2 nd , 2026	RFP Released
February 6, 2026	Deadline for Questions/Clarifications
February 22, 2026, at 17:00 EAT	Proposal Submission Deadline

8. TERMS & CONDITIONS

8.1 Proposal Validity

Proposals must remain valid for 90 days from submission deadline. ZEP-RE may request extensions if needed.

8.2 Proposal Costs

All costs associated with proposal preparation and submission are borne by the vendor.

8.3 Intellectual Property

- All work created for ZEP-RE becomes ZEP-RE's exclusive property upon payment
- Selected vendor may showcase work in portfolio with ZEP-RE's prior written approval
- Non-selected concept pitches remain vendor's property

8.4 Confidentiality

All information provided by ZEP-RE (including brand guidelines, financial data, strategic documents) must be kept strictly confidential and used solely for proposal preparation.

8.5 Right to Reject

ZEP-RE reserves the right to reject any or all proposals, cancel or suspend the RFP process at any time, or negotiate with selected vendors prior to final award.

8.6 Anti-Corruption & Ethics

Any attempt to influence the selection process through bribery, gifts, or favors will result in immediate disqualification and potential legal action.

8.7 Conflict of Interest

Vendors must disclose any existing or potential conflicts of interest with ZEP-RE or its competitors.

9. SUBMISSION INSTRUCTIONS

9.1 How to Submit

Submit your complete proposal via email to:

Email: procurement@zep-re.com

CC: rryaganda@zep-re.com

Subject Line: ZEPRE/RFP/001/2026– Annual Report Design Proposal – [Your Company Name]

9.2 File Requirements

- Submit all documents as a single PDF (maximum 25MB)
- Portfolio samples can be provided as: (a) Links to online portfolio/website, (b) Separate PDF attachments (max 50MB each), or (c) File sharing links (Dropbox, Google Drive, WeTransfer)
- Ensure all links are accessible without passwords/registration (or provide access details)

9.3 Deadline

February 22, 2026 at 17:00 East African Time (EAT)

Late submissions will not be accepted. Submissions will be acknowledged within 24 hours of receipt.

9.4 Questions & Clarifications

Questions regarding this RFP should be submitted in writing by February 6, 2026, to:

procurement@zep-re.com and rryaganda@zep-re.com

10. AN INVITATION TO EXCELLENCE

This is more than a design project. This is an opportunity to showcase what African creativity can achieve when it meets purpose, resources, and ambition.

For thirty-five years, ZEP-RE has been proving that African institutions can meet global standards through African routes. We have built our success on Ubuntu, the principle that 'I am because we are.' We succeed by lifting others.

Now we are looking for a design partner who shares this philosophy. Someone who sees this not as 'just another annual report' but as a chance to create work that matters. Work that will be seen by presidents and pastoralists, by CEOs and smallholder farmers, by global investors and local entrepreneurs.

The 2025 Annual Report will tell the story of 300,000 families sleeping better because of parametric insurance, of 19,000+ pastoralists protecting their livelihoods against drought, 4,000+ insurance professionals building careers across Africa and of a continent choosing resilience over vulnerability.

If you are ready to create something extraordinary, something that raises the bar for African design excellence and helps tell one of Africa's most compelling institutional success stories, we are ready to partner with you.

Let's grow Africa's resilience together.

CONTACT INFORMATION

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