

ILAC/IAF Rebranding Tender

Requirements and Guidelines



June 2024



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ANNEX A – ILAC/IAF Rebranding Project Scope

Abbreviations:

ILAC: International Laboratory Accreditation Cooperation
 IAF: International Accreditation Forum
 GLOBAC: Global Accreditation Cooperation
 BoD: Board of Directors
 EC: Executive Committee
 JEC: ILAC/IAF Joint Executive Committee
 JWGC: ILAC/IAF Joint Working Group on Communication
 GA: General Assembly



I. Project introduction

I.1. ILAC/IAF Rebranding Project Scope

ILAC and IAF are seeking a service provider to provide the necessary consultancy / assistance for a corporate rebranding project for the new organization, the Global Accreditation Cooperation (GLOBAC), that will replace ILAC and IAF in 2025. The project for establishing a single international organization for accreditation is currently in progress, and aims to combine the current activities of ILAC and IAF. The rebranding project within this larger project will include defining a new brand strategy and brand architecture.

The scope of the project can be found in Annex A and the main objectives are described under Clause 2 of this document. The outcome of the project shall not be limited to the creative concepts and corresponding deliverables related to the scope of the project, but also include related guidance or support documentation (e.g. rebrand launch / roll-out plan, communication plan, user guides, etc.).

The tender process is described under Clause 3 of this document, including offer analysis and selection criteria and proposed general project scheduling.

I.2. This Document

The current document describes the guidelines and requirements applicable to the international tender process for consultancy / assistance on the ILAC/IAF rebranding project, namely scope, process and applicable criteria.

Its content is aimed to support any interested service provider when establishing and presenting an offer according to the international tender requirements.

I.3. Project Rationality

IAF: International Accreditation Forum

The IAF is a worldwide association of accreditation bodies and other bodies interested in conformity assessment in the fields of management systems, products, processes, services, personnel, validation and verification and other similar programmes of conformity assessment. Its primary function is to develop a single worldwide program of conformity assessment which reduces risk for businesses and their customers, by assuring them that accredited certificates and validation and verification statements may be relied upon. Accreditation assures users of the competence and impartiality of the body accredited.



The accreditation bodies operate in accordance with ISO/IEC 17011 and are involved in the accreditation of the following conformity assessment bodies (CABs): certification bodies (using ISO/IEC 17021-1, ISO/IEC 17024 and ISO/IEC 17065) and validation/verification bodies (using ISO/IEC 17029).

The primary purpose of IAF is twofold. Firstly, to ensure that its accreditation body members only accredit bodies that are competent to do the work they undertake and are not subject to conflicts of interest. The second purpose of the IAF is to establish a mutual recognition arrangement, known as a Multilateral Recognition Arrangement (MLA), between its accreditation body members which reduces risk to business and its customers by ensuring that an accredited certificate or validation/verification statement may be relied upon anywhere in the world.

The MLA contributes to the freedom of world trade by eliminating technical barriers to trade. IAF works to find the most effective way of achieving a single system that will allow companies with an accredited conformity assessment certificate or validation/verification statement in one part of the world, to have that certificate or statement recognised elsewhere in the world.

The objective of the MLA is that it will cover all accreditation bodies in all economies in the world, thus eliminating the need for suppliers of products or services to be certified in each economy where they sell their products or services. Accredited once - accepted everywhere.

VISION: Accreditation makes the world better.

MISSION: IAF facilitates trade and supports sustainable development using internationally recognized accredited conformity assessment to deliver the confidence needed for market acceptance of goods and services.

For more information, please see <https://iaf.nu>.

ILAC: International Laboratory Accreditation Cooperation

ILAC is the international authority on laboratory, inspection body, reference material producer, proficiency testing provider and biobank accreditation, with a membership consisting of accreditation bodies, regional cooperation bodies and stakeholder organizations throughout the world.

The accreditation bodies operate in accordance with ISO/IEC 17011 and are involved in the accreditation of the following CABs: calibration laboratories (using ISO/IEC 17025), testing laboratories (using ISO/IEC 17025), medical testing laboratories (using ISO 15189), inspection bodies (using ISO/IEC 17020), proficiency testing providers (using ISO/IEC 17043), reference material producers (using ISO 17034) and biobanks (using ISO 20387).

Accreditation bodies that are signatories to the ILAC Mutual Recognition Arrangement (ILAC MRA) have been peer evaluated as competent to assess and accredit the CABs to the relevant international standards. The results from the CABs accredited by the ILAC MRA signatories are then able to be recognised internationally.



The ILAC MRA provides significant technical underpinning to the results of the accredited CABs and in turn delivers confidence in the acceptance of results. The ILAC MRA supports the provision of local and national services, such as providing safe food and clean drinking water, providing energy, delivering health and social care or maintaining an unpolluted environment. In addition, the ILAC MRA enhances the acceptance of products across national borders. By removing the need for additional calibration, testing, medical testing and/or inspection of imports and exports, technical barriers to trade are reduced. In this way the ILAC MRA promotes international trade and the free-trade goal of “accredited once, accepted everywhere” can be realised.

VISION: Accredited once accepted everywhere.

MISSION: To be the global solution for the national, regional and international demonstration of equivalence of reliable results from testing, calibration, inspection and related activities in both voluntary and mandatory fields / sectors.

For more information, please see <http://www.ilac.org>.

COMMON AIMS OF IAF AND ILAC FOR THE NEW ORGANIZATION

- 1- Support conformity assessment schemes which reduce risk for businesses, regulators and the consumer by ensuring that accredited services can be relied upon
- 2- Government and regulators relying on the Arrangements to further develop or enhance trade agreements
- 3- To support world trade by eliminating technical barriers, realising the free-trade goal of ‘accredited once and accepted everywhere’

More details about ILAC and IAF can be found in this joint presentation: https://iaf.nu/wp-content/uploads/2023/01/ILAC-IAF-Handbook_May-2024_final.pptx

The rebranding project shall be in line with the ILAC and IAF strategies; these strategies would be the basis for the new organization strategy.



2. Project Objectives

2.1. Project Success Factors

Through the rebranding project, ILAC and IAF aim to rethink and redefine their global image with the creation of the new international organization, as well as related tools and instruments. Such purpose substantiates not only visual and design aspects but also a cultural change (to work as an organization commitment catalyst) and a communication program (to ensure adequate information, involvement and feedback).

Regular feedback to the applicable organizational unit (JWGC) shall be assured, namely regarding the most relevant success factors:

- Scale of agreement on project objectives;
- Degree of completion of project approved activity schedule;
- Level of planned internal (e.g. members) and external (e.g. partners) involvement;
- Rate of use of available resources and existing documents / materials;
- Alignment with the value proposition and strategy;
- Extent of addressing project scope;
- Measure of project confirmation on delivery, testing and release.

2.2. Project Management

A specific project organizational structure shall be defined, involving both internal (ILAC/IAF members) and external (partners and users) with the general responsibility to monitor, support, evaluate and validate the project activities. A project management process shall also be defined.

The internal project structure shall be defined and include:

- JWGC as the responsible organizational unit;
- A specific JWGC TF to be consulted on project-related issues;
- The JWGC co-chairs as project managers and the ILAC/IAF JEC to supervise the project activities and act as decision-maker;
- The service provider project team to perform the creative process and planned project activities;
- A service provider project manager to ensure project realization.



Basic project management shall be defined by the project managers, including project:

- Objective;
- Conception and initialization (e.g. project chart);
- Definition and planning (e.g. project budget, Gantt chart);
- Launch and execution (e.g. project status report, forecasts, monitoring);
- Performance and control (e.g. objectives and success factors, deliverables);
- Closure (report, communication plan).

The deliverables of each phase are to be identified and any deliverable related to the scope of the project (see Annex A) is to be available through open files. ILAC/IAF will retain the ownership of any deliverable produced during the execution of the project. The payment scheme shall be contingent upon accepted deliverables (not by dates or project scheduling).

Following deliverables' approval, payment terms will be within 30 days upon receiving an invoice.

2.3. Project Attributes

The ILAC/IAF rebranding project should be characterized by a set of desirable attributes, promoted by all involved parties during its execution. These shall include:

- The ILAC/IAF rebranding project is unique (although past experiences shall be utilized as reference);
- The rebranding project cuts across ILAC/IAF organizational units (to draw from the skills, the talents and input of multiple members, partners and other stakeholders);
- The ILAC/IAF rebranding project is aligned with strategic imperatives / drivers and promotes its value proposition;
- The rebranding project is risk-based (to address any uncertain events or conditions that may have a positive or negative effect on the ILAC/IAF new organization project).



3. Tender Process

3.1. Eligible Service Providers

The ILAC/IAF Secretariats to initiate an international call for offers.

ILAC/IAF members are encouraged to forward the call for offers to service providers, such as consultants, marketing or design agencies, etc., with whom they have worked in the past in projects with a similar scope as the current ILAC/IAF rebranding project.

Before submitting a proposal to the international call for offers, each candidate service provider shall familiarize itself with ILAC/IAF. An ILAC/IAF Information Package is available in conjunction with this document, including examples of current ILAC/IAF brand related materials, notably those related to the scope of the project (Annex A). This package is to be sent by electronic means to the candidate service providers.

3.2. Content of Offers

Offers shall include a precise description on how the service provider plans to address each specific element under the project scope description (Annex A). As a baseline, the following minimum content applies:

- Service provider identification (name, address, organizational description);
- Service provider team identification, including project management (name and experience / competence of project team members);
- General project description (including proposed brand architecture);
- Applicable methodology;
- Project planning / schedule (including stages, time frame, deliverables or planned results);
- Costs and expenditures in USD (and non-included activities, service conditions);
- Service provider experience related to the scope of the project;
- References / samples of past work.

3.3. Offer Analysis and Selection

Offers shall be sent to:

IAF Secretariat
marketing@iaf.nu

ILAC Secretariat
secretariat@ilac.org



Interested service providers can ask for a clarification session (remote) during the 2nd quarter of 2024. Sessions will be time limited (1 h) and the main questions should be sent to the ILAC/IAF Secretariats at least 3 days prior to the session.

Offers are to be received by e-mail. Email received date – reception confirmation will be done by the ILAC/IAF Secretariats. All offers shall be received by midnight UTC 09 July 2024.

A short list of 3 offers will be selected by the TF and the preferred offer will be presented to the JEC for decision.

The offer analysis and selection milestones are as follows:

03 June 2024	Approval of tender schedule (JEC)
11 June 2024 – 09 July 2024	International call for offers (Secretariats)
18 June 2024	Constitution of dedicated TF (under JWGC)
06 August 2024	Offer selection (JWGC, best three candidates with justification)
20 August 2024	Decision by the JEC
03 September 2024	Notification to candidate/selected service provider (PM)
17 September 2024	Contract signature (IAF and ILAC Chairs)
01 October 2024	1 st project planning meeting (Project Managers)
October 2024 – March 2025	Project execution (project team + TF)
December 2024	Mid-term status report (JWGC)
April 2025	Final status report (JEC)
May 2025	Project closure (JWGC)
May 2025	Project results presentation (online session)
May/June 2025	Decision on the NBI brand by the members

3.4. Offer Selection Criteria

The rebranding offer selection process will take into consideration the following criteria (by order of importance for the selection decision), on a 100 points base calculation:

- Technical capacity: fulfilment of offer objectives and requirements, including involved personnel expertise (Max 25 points);
- Competitive edge: offer's quality / cost ratio (Max 25 points);
- Methodology added value: friendly project approach and perceived benefit (Max 25 points);
- Previous experience: with projects of similar type and scope (Max 15 points);
- Soft factors: enthusiasm, empathy and genuine addressing of ILAC/IAF's needs (Max 10 points).

Selection of the service provider will be at the discretion of the JWGC and by approval of the JEC and will be based on the offer content that is the most responsive and responsible and serves the best interests of ILAC/IAF.



Decisions regarding individual candidate service providers will be communicated to each candidate but not a comparative analysis. There will be no appeal possibility on the ILAC/IAF decision.



ANNEX A – ILAC/IAF Rebranding Project Scope

The following results or deliverables are expected (both as a revision of current materials and creation of new items) as a result of the ILAC/IAF rebranding project. Priority and complexity indexes are classified as follows:

Priority I – to be considered at the beginning of the project

Priority II – to be considered before project mid-term

Priority III – no specific time consideration

Complexity I – simple activity or result / deliverable

Complexity II – complex activity or result / deliverable

Notes on each result / deliverable are included, mainly related to the new brand scenario but also detailing the expected outcomes of execution of the project activities. References are included if related materials are part of the information package made available to all candidate service providers.

Result / Deliverable	Priority	Complexity
Establishment of brand strategy and supporting documents (brand positioning and architecture)	I	II
	Please address ILAC/IAF Structure, Mission, Vision, and strategy (attached file 1)	
Analysis / review of ILAC/IAF logos and MLA/MRA marks (brand identity)	I	II
	ILAC/IAF logos and MLA/MRA Marks (attached file 2) are protected throughout the world.	
Design of the new organization logo and MLA mark	I	II
	At least three (3) logos and marks to be presented for members' votes	
Definition of corporate identity manual	I	II
	Brand guidelines, including fonts, brand assets, other graphic elements, and color palettes for brand related materials and examples covering not only visual and design aspects but also a cultural change due to the replacement of ILAC/IAF with a new organization.	
Create the new organization corporate taglines	I	II
	Current ILAC/IAF tagline "Accredited once, accepted everywhere"	
Rebrand marketing plan for the new organization (including internal & external)	II	II
	Rebrand launch / rollout program and guidance documentation.	



Result / Deliverable	Priority	Complexity
communication, website and budget estimation)	* Please note that the ILAC and IAF logos will continue to be used for at least 3 years transition in parallel with the new organization logo.	
Review the current social media platforms used and consider the best options for the future and provide Social Media design guidelines	II	I
	Twitter and LinkedIn accounts, design architecture / communication guidelines to be established	
Website and internal IT platforms design guidelines and supporting materials	II	I
	Website and internal platform and other design architecture guidelines and material to be used (banners, photos). IAF.nu and ILAC.org	
Sample adverts / posters to be used for rebranding launch	III	I
	In relation to rebrand rollout plan, should be part of the marketing plan.	

File 1:

IAF Strategic Plan: <https://iaf.nu/wp-content/uploads/2021/05/IAF-strategic-plan.pdf>

ILAC Strategic Plan: <https://ilac.org/?download=51012>

File 2:



IAF Logo



ILAC Logo



IAF MLA Mark



ILAC MRA Mark