

PEACE BRIGADES INTERNATIONAL – KENYA

EXPRESSION OF INTEREST / TERMS OF REFERENCE

CALL FOR BIDS

Technical Design, Editing and Printing of:

***“Practical Guide to Psychosocial Support and Accompaniment for Human
Rights Defenders in East Africa***

(First Edition, 2026)

Reference No:

Issued by: Peace Brigades International – Kenya, Nairobi

September 2026

1. Background

Peace Brigades International – Kenya (PBI Kenya) is a non-governmental human rights organization registered under section 10 of the Non-Governmental Organizations Co-ordination Act in Kenya. PBI Kenya works on protection, capacity development, psychosocial support, networking and advocacy to support human rights defenders (HRDs) and communities pursuing social justice in areas of violent conflict.

PBI Kenya has developed a manuscript titled “A Practical Guide to Psychosocial Support & Accompaniment for Human Rights Defenders in East Africa: (First Edition, 2026). The Guide draws on the lived experiences of human rights defenders operating in Kenya’s informal settlements, urban peripheries, and rural frontlines, and is intended for distribution to defenders, organizations, movements and partner networks across East Africa.

PBI Kenya now invites qualified vendors to submit bids for the technical editing, design and printing of this publication, as detailed in these Terms of Reference (TOR).

2. Objective of the Assignment

The objective of this assignment is to produce a professionally edited, designed, culturally relevant, highly readable and print-ready edition of the Guide; to print and deliver one hundred (100) finished copies to PBI Kenya in a format appropriate for wide distribution among human rights defenders and civil society organizations in East Africa; and to produce a digital PDF version suitable for download and online distribution.

3. Scope of Work

The successful vendor will be responsible for the following, in close consultation with PBI Kenya:

3.1 Technical Editing (as part of the design package)

- Conduct a full technical edit of the manuscript: copy-editing for grammar, spelling, punctuation, consistency of style and flow, while fully preserving the Guide’s distinctive voice, tone and political framing.
- Prepare and apply a consistent editorial style sheet (spelling conventions, capitalisation, handling of key terms such as “human rights defender”, citation and reference formatting consistent with the existing reference list).
- Cross-check all in-text citations against the reference list and flag any discrepancies to PBI Kenya for resolution.
- Flag any content issues that may affect accuracy, readability or trauma-informed presentation, for PBI Kenya’s decision
- Proofread the final laid-out version against the approved manuscript as part of the correction rounds.

3.2 Technical Design and Visualization

- Develop a visual design concept and layout system for the Guide, presented as style frames (cover plus sample interior spreads) for PBI Kenya approval before full layout.
- Redraw and professionally re-visualize the six (6) existing figures at print resolution (minimum 300 dpi effective): the seven-part structure map; the five dimensions of risk; the holistic protection model; the four layered strategies for psychosocial care; the referral pathway network; and the seven pillars of a sustainable movement.
- Design a consistent, visually calm treatment for the Reflection Prompt boxes that recur throughout the Guide.

3.3 Trauma-Informed and Psychosocial Design Requirements

The Guide addresses readers who carry significant trauma. The design itself must therefore be trauma-informed. Bidders must demonstrate, in their concept note and style frames, how their design will:

- Apply trauma-informed principles to layout and pacing:
- Use a warm, dignified, hopeful visual tone throughout; avoid alarming color palettes, violent or sensational imagery, and any visual language that could re-traumatize, stigmatize or pathologize defenders.
- Give visually prominent, respectful treatment to safety-critical content — including the guidance on suicidality so that it is immediately findable in the printed book.
- Present the Reflection Prompts as genuine “pause points”
- Ensure inclusivity in all visual content: women defenders, LGBTIQ+ defenders, environmental and indigenous defenders, elders, persons with disabilities and defenders in informal settlements depicted with dignity and without stereotype.
- Support the Guide’s collectivist, African-centered framework

3.4 Illustration and Cultural Relevance

- Develop original, culturally grounded illustrations reflecting the East African context and the Guide’s diverse readership
- All visual content must be dignified, non-stereotypical, and appropriate to the subject matter; illustrative content is subject to at least one round of review by PBI Kenya (and, where feasible HRD stakeholders) before print.
- Source or advise on photographic imagery as needed, with appropriate licensing and consent arrangements.

3.5 Readability and Typesetting

- Full typesetting of the edited manuscript in accordance with professional publishing standards.
- Optimized readability: clear typographic hierarchy; body text of not less than 10 pt with appropriate leading; high text/background contrast; comfortable line length for the chosen format; running heads and navigational aids for use as a field reference.

- A minimum of two (2) rounds of layout corrections based on PBI Kenya feedback are to be included in the quoted price.

3.6 Printing and Delivery

- Print production of one hundred (100) copies of the Guide in A5 format (148 × 210 mm).
- Paper specification: cover on 250–300 gsm art card / cover stock, matte or soft-touch laminated; inner pages on 115–130 gsm silk (matt-coated) paper. Vendors may propose equivalent or superior stocks, clearly indicating any deviation.
- Binding: vendors shall propose the most appropriate binding (perfect binding or saddle-stitching) justified against the final page extent, with bound dummies/samples provided for evaluation.
- Full-color CMYK production with calibrated proofs, one physical wet/dry proof and one bound dummy on the final stock for PBI Kenya approval before the full print run.
- Prior to the full print run, the vendor shall produce and deliver at least one (1) physical printed sample copy, produced to the final approved specifications (A5 format, approved paper stock, binding, lamination and finishing). This sample is in addition to, and does not form part of, the one hundred (100) copies required. PBI Kenya will use it to verify compliance with the printing specifications and assess print quality, and full production may only begin after PBI Kenya's approval of the sample.
- Packing and delivery of the 100 finished copies to PBI Kenya offices in Nairobi.

3.7 Digital PDF Version (Download Edition)

- Produce an optimized digital PDF version of the final approved layout, suitable for download from websites and distribution by email and WhatsApp.
- Requirements: reduced file size (target not exceeding 10 MB) with readable text at screen resolution; functioning internal hyperlinks (table of contents/navigation); accessible reading order and document metadata (title, author); embedded fonts; landscape/portrait retained as designed; optimised for both desktop and mobile reading.
- Both the print PDF/X-4 files and the download-ready PDF are deliverables and remain the property of PBI Kenya upon final payment.

4. Expected Deliverables

#	Deliverable	Description
D1	Edited manuscript	Technically edited manuscript with style sheet; editorial flags resolved with PBI Kenya
D2	Design concept	Two (2) style frames: cover + sample interior spreads, demonstrating trauma-informed design approach
D3	Infographics & illustration set	Six (6) refreshed figures; original illustrations; prompt-box visual device

D4	Print-ready files	PDF/X-4 press files; native design files; licensed assets
D5	Digital download PDF	Optimized, hyperlinked, accessible PDF for online distribution
D6	Proofs & dummy	Calibrated proof; physical wet/dry proof; bound dummy on final stock, one printed sample copy (not part of the 100 copies)
D7	Printed copies	One hundred (100) finished, quality-inspected copies delivered to PBI Kenya, Nairobi

5. Eligibility and Qualification Requirements

Bidders must meet the following minimum requirements. Supporting documents must accompany the submission:

1. Legal registration: valid certificate of incorporation/registration and relevant trade licenses, with KRA PIN
2. Experience: evidence of at least three (3) similar projects, high-quality books, annual reports, policy booklets, or comparable multi-page publications, executed within the past three (3) years. For each project, provide: client name, scope of work, year, quantity produced, and a contactable reference.
3. Samples: provision of physical or photographic samples of previous work showing similar paper stock and finishing options; physical samples may be requested during evaluation.
4. Capacity: demonstration of editorial, design and prepress capability and print production capacity including ability to meet the delivery timeline.
5. Financial proposal: a detailed, itemized quotation in Kenya Shillings (KES), clearly separating technical editing, design fees, proofs/dummy, printing of 100 copies, finishing, delivery, and the digital PDF version.

Consortium or subcontracting arrangements are acceptable where the lead bidder assumes full responsibility for delivery.

6. Evaluation Criteria

Submissions will be evaluated on the following criteria:

Criterion	Weight
Technical understanding and quality of proposed approach — including trauma-informed, psychosocial design concept; visualization of figures; cultural relevance; readability	30%

Relevant experience — quality and similarity of past handbook/annual report/policy booklet projects; references and samples	30%
Print and digital production capability — paper stock, binding, finishing, proofing, and digital PDF optimization	20%
Financial proposal — competitiveness and completeness of quoted price	20%
TOTAL	100%

Only bidders scoring a minimum of 70% on the combined technical criteria will proceed to financial evaluation. PBI Kenya reserves the right to conduct clarifications, site visits, and sample inspections, and to award to the bidder offering the best overall value.

7. Submission Procedure

- Submissions must be clearly marked “EOI/BID – Technical Editing, Design and Printing of the PBI Kenya Psychosocial Support Guide” and reference number PBI-K/EOI/2026/001.
- Deadline for submission: Friday, 9 October 2026, 5:00 p.m. EAT. Late submissions will not be considered.
- Submission method: send an email to smacharia@peacebridages.org, cc: kenyateam@peacebrigades.org

8. Indicative Timeline

Activity	Indicative Date
Issue of EOI/ToR	
Deadline for bidder questions	
Submission deadline	
Evaluation and clarification interviews / sample inspection	
Notification of award	
Contract signing / kick-off	
Delivery of 100 printed copies and digital PDF	Within weeks of contract signing

9. General Conditions

- This EOI/ToR does not commit PBI Kenya to award a contract; PBI Kenya reserves the right to accept or reject any or all submissions, and to annul the process at any time without incurring any liability.
- All costs of preparing a submission are the bidder’s own responsibility.
- The successful vendor will sign a contract with PBI Kenya governing payment terms (indicatively: 40% on signing, 40% on proof and sample approval, 20% on delivery), warranty

on production defects, confidentiality of manuscript content, and intellectual property (final artwork, edited files, print and digital files to be transferred to PBI Kenya upon final payment).

- The successful vendor must comply with PBI Kenya's safeguarding, ethical, and do-no-harm standards in all handling of content relating to human rights defenders, including trauma-informed practices in editorial and design work.
- PBI Kenya is committed to fair and transparent

- Annex A: Submission Checklist
- Cover letter on company letterhead, signed and stamped
- Company profile and legal registration documents
- Evidence of at least three (3) similar projects in the past three (3) years, with references
- Physical or photographic samples of previous work (similar stock and finishing)
- Proposed editorial, design and trauma-informed concept note and Technical proposal: workflow, team, equipment, timeline (not exceeding 10 pages)
- Financial proposal: itemized quotation in KES (technical editing, design, proofs/dummy, printing of 100 copies, digital PDF version, delivery; VAT treatment stated)
- Declaration of eligibility and acceptance of terms, signed and stamped