



I E T F[®]

Making the Internet work better

IETF Brand Values

A Request for Proposals issued on 2021-09-03

IETF Executive Director
exec-director@ietf.org

Overview

The Internet Engineering Task Force (IETF) is seeking to define and articulate its core brand values to support fundraising and inform related externally-facing communications materials. The IETF community and its work have long been guided by a mission statement and cardinal principles developed through community consensus [RFC 3935]. This work does not seek to change the mission or cardinal principles themselves or the current visual identity that instantiates them. Rather, the result of this project will be an enhancement and articulation of its values in ways that are more easily understood by and appealing to audiences outside the IETF, including those on which it depends for support of its work.

Timeline

3 September 2021	RFP Issued
17 September 2021	Questions and Inquiries deadline
24 September 2021	Answers to questions issued and RFP updated if required
1 October 2021	Bids due
15 October 2021	Preferred bidder selected and negotiations begin
1 November 2021	Contract execution and work begins

RFP Process

The process for the RFP is as follows:

1. The RFP is publicly issued, posted to our website¹ and announced to the RFP Announcement mailing list², which anyone can subscribe to.
2. Potential bidders have until 17 September 2021 to submit any questions by email to ietf-rfps@ietf.org. Questions will be treated as anonymous but not private, as explained below. If you do not receive confirmation that your questions have been received within 24 hours then resend until you do.
3. A written response to all questions is provided on or before 24 September, direct to those parties that sent questions, by email to the RFP

¹ <https://www.ietf.org/about/administration/rfps-and-contracts/>

² <https://www.ietf.org/mailman/listinfo/rfp-announce>

Announcement Mailing List and posted on our website³. The response will include the questions asked and the answers, but will not identify the company asking the question. If required, the RFP may be updated to correct or clarify any issues identified.

4. Bids are due by **1 October 2021** by email to ietf-rfps@ietf.org. If you do not receive confirmation that your bid has been received within 24 hours then please resend until you do. The bid should include the following information:
 - a. Executive summary
 - b. Project approach including any assumptions.
 - c. Project plan and schedule including when the work will begin and end, and any other milestones, as well as any dependencies that may delay delivery.
 - d. Fee and payment schedule. Fixed priced bids are preferred but if that is not possible then a maximum fee must be specified.
 - e. Warranty including a proposal for fee reduction/refund due to late- or non-delivery
5. The IETF Administration LLC and designated contractors and volunteers will select a preferred bid and notify the bidder by 15 October 2021. The selection process may include questions by email and/or conference call.
6. The IETF Administration LLC then enters into contract negotiation with the preferred bidder, based on its standard contract and using the relevant sections of the Statement of Work below. If contract negotiation fails then a different preferred bidder may be chosen.
7. Contract negotiation is anticipated to complete by 1 November 2021 and result in the award of the contract. All RFP contract awards are posted on our website and announced to the RFP Announcement mailing list. The terms of the contract are later posted publicly on our website, with the fee information and signatures (where possible) redacted. In addition any Conflict of Interest declarations required of the preferred bidder are also posted publicly on our website. This transparency is non-negotiable.

³ <https://www.ietf.org/about/administration/rfps-and-contracts/>

8. Work generally begins immediately after award of the contract, unless specified otherwise in the Statement of Work or negotiated contract.

Jay Daley
IETF Executive Director
IETF Administration LLC

Statement of Work: IETF Brand Values

Overview

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Deliverables

Deliverables for this project are:

1. Concise statements of core IETF brand values that reflect previously documented consensus and are informed by current perspectives of IETF leadership and community.
2. A description of the IETF's brand position relative to adjacent organizations, as perceived by current and potential supporters.
3. Example textual implementations of brand values, reflecting the brand position, that appeal to current and potential IETF supporters and participants.
4. Any guides or further informational materials (as needed) to apply the brand values and brand position to existing IETF communications.

Notes

While responses to this request should include the rationale(s) for the specific approaches and activities proposed, collecting the data required for a successful project may include:

- Reviewing IETF documents and other materials (such as mailing list archives), which are freely available via the Web.
- Interviewing current IETF leadership, IETF participants, and individuals who do not currently participate in the IETF.
- Working with IETF LLC staff to coordinate conversations or access to other information.

Non-requirements

For completeness, the following are not requirements of this RFP:

- Development of visual identity or design
- Application of the brand values or positioning to existing IETF materials
- Extensive market/environmental research

ENDS