

Call for Tenders RFQ\_289  
**Branding, website and digitalization strategy**

**Summary**

The objective of this Call for Tenders is to select one or more contractors to provide services related to the two Lots set out below:

- Lot 1: Branding. The goal is to realign the IEA's visual identity, logo, graphic image, image and branding with its new mandate, modernise its appearance and improve branding tools
- Lot 2: Website and digitalization strategy, design and development. The goal is to define the IEA's digitalization strategy, and design and build a new IEA website

Suppliers are invited to respond to one or both lots at their own discretion. The Organisation reserves the right to attribute one or both lots to the same service provider.

The OECD will use its e-Sourcing portal to conduct this procurement exercise. Interested bidders should register with the e-Sourcing portal in order to access the associated documents and further information. Instructions on how to register on the e-Sourcing portal can be found using the following link and accessing the "Supplier Guide" on the homepage.

<https://oecd.bravosolution.com>