

TERMS OF REFERENCE (TOR)

ACTIVITIES 2.1.4.1.3: IMPLEMENTATION OF THE PROJECT COMMUNICATION STRATEGY

Graphic design services for the project flyers

Assignment	Graphic design services for flyers of the project on Conservation of Critical Wetland Protected Areas and Linked Landscapes
Position:	National Consultancy firm
Number of position required:	01
Duty location	Ha Noi
Project code and title:	00088048/Conservation of Critical Wetland Protected Areas and Linked Landscapes
Duration of assignment:	2 months (From August to September 2017)
Reporting to:	Project Manager (PM), ISPONRE

I. INTRODUCTION

The Project “Conservation of Critical Wetland Protected Areas and Linked Landscapes” (Wetland Project) is being funded by the Global Environment Facility (GEF) through the United Nations Development Program (UNDP), being implemented in 4 years from 2015 to 2018. The project was approved under the Decision No. 1131/QĐ-TTg dated July 09, 2014 by the Prime Minister of Viet Nam and Decision No. 837/QĐ-BTNMT dated April 13, 2015 by the Minister of Natural Resources and Environment of Viet Nam. The Institute of Strategy and Policy on Natural Resources and Environment (ISPONRE) is assigned as the National Implementing Partner; the Biodiversity Conservation Agency (BCA) is assigned the role of Co-Implementing Partner; and two pilot provinces were selected for project implementation activities - Thua Thien Hue (TTH) Province and Thai Binh (TB) Province.

The project’s immediate objective is “*to establish new wetland Protected Areas and create capacities for their effective management to mitigate existing and emerging threats from connected landscapes*”. The project tries to achieve this by strengthening systemic, institutional and operational capacity for effective wetlands

biodiversity management in Viet Nam nationally and at provincial level at selected sites, with a major thrust to strengthen national and provincial capacities for planning, administering and managing wetland Protected Areas (PAs). Two Wetland Conservation Areas (WCAs) - Tam Giang - Cau Hai (TG-CH) WCA, TTH Province, and Thai Thuy (TT) WCA, TB Province will be established with support of the project.

The assignment is a part of the activity 2.1.4.1.3 *“Implement the project communication strategy”* falls under the Output 2.1 *“Increased understanding and knowledge about wetland values, sustainable use and management across the wider landscape”*. In order to achieve the output, in 2016, the project communication strategy has been developed in which identified feasible communication activities. To implement the strategy, the project owner has various needs for print and electronic products such as event coverage, brochures, policy brief, reports, factsheets, display screens, posters and flyers in both Vietnamese and English. The materials are to be used as one of formal measures to communicate clearly and effectively with the project internal and international partners and stakeholders via the project meetings, related workshops and events and general public.

II. OBJECTIVES

The assignment aims to develop graphic design and printing the project communication materials, which are used to provide information of the project activities including:

- A flyer to brief introduce the project activities;
- Two brochures to brief introduce two pilot sites of the project;
- A Policy paper on the ES assessment and valuation approach for wetlands in Viet Nam

The above products should be both in English and Vietnamese versions.

III. SCOPE OF WORK

- Collaborate with the project owner to have the material contents and catch their requirement and ideas for the graphic design and implementation.
- Propose the typical specifications for each of products (flyer, brochure and policy paper) and have unified opinions with the PMU on the issue.
- Deliver creative and innovative ideas for print presentations.

- Design and layout of the materials, taking into account the communication requirements of UNDP and GEF as well as the regulations of Viet Nam.
- Safeguard and ensure that all materials are produced in line with graphic guidelines.
- Improve and edit artworks, photos, charts and other graphic elements.
- Printing the materials according to the project owner in terms of the materials quantity and quality.

IV. EXPECTED OUTPUTS

1. A flyer to brief introduce the project activities: in Vietnamese and English versions;
2. Two brochures to brief introduce two pilot sites of the project: in Vietnamese and English versions;
3. A Policy paper on the ES assessment and valuation approach for wetlands in Viet Nam: in Vietnamese and English versions.

V. REPORTING AND TIMING

The consultancy is for a period from August 2017 to September 2017. The process requirements are as follows:

1. Propose the typical specifications for each of products (flyer, brochure and policy paper) no later than 15 days after signing of the contract.
2. The first graphics designed and submitted to the PMU for approval no later than September 5th 2017.
3. The printed materials and the final graphics no later than September 30th 2017.

VI. PAYMENT METHOD AND SCHEDULE

Payment method is TTR. Payment schedule is as follows:

1. Payment of 20% contract value within 07 days after signing contract.
2. Payment of 50% of the contract value within 07 days after acceptance of the first design
3. Payment of 30% of contract value within 07 days after receiving all printed materials and final graphics.

Issuing of any payment is subject to any deliverables being formally accepted by the project PMU and UNDP. The detailed payment schedule and conditions will be finalized in the Consultancy contract.

VII. REQUIREMENTS / QUALIFICATIONS

The consultation firm/consultant has to have extensive experience in web design/web developing. In particular, the developer has to:

- meet requirements of the Law on Tendering No. 43/2013/QH13 dated Nov 26, 2013 (Article 5 - Validity of the bidder);
- have a minimum of 5 years experiences working on the communication material graphic design and printing.
- have implemented at least 2 projects/assignments related to develop communications and advocacy materials for natural resources and environment sector.
- experience on working with the agencies/organizations in natural resources and environment is an advantage.
- proven and solid knowledge and experience in providing similar service to international organizations.