

ANNEX II

Terms of Reference

for

Individual Contract for Design and Creative Services for Visibility Materials

1. BACKGROUND

UNDP supports the Government of Turkey to respond to the Syria Crisis through its Syria Crisis Response and Resilience Programme in Turkey to strengthen the resilience of refugees, host community members, local municipalities and relevant national institutions to cope with and recover from the impact. UNDP's resilience response strategy is to invest in existing national and local systems to ensure they can adequately serve both host and refugee communities.

As part of this programme, UNDP will implement the Turkey Resilience Project in Response to the Syria Crisis (hereinafter referred to as 'the Project'), funded by the EU Regional Trust Fund. The Project consists of three components: Component I on Employment Creation, Component 2 on Municipal Service Delivery and Component 3 on Adult Language Training. The overall budget for the Project is 50 million euros to be implemented in 2018-2019.

Within the scope of Turkey Resilience Project in Response to the Syria Crisis, UNDP will mobilize an Individual Contractor (IC) to provide services on design of visibility materials for publicity activities.

2. OBJECTIVE AND SCOPE

The overall objective of this assignment is to increase the visibility of the activities and achievements of Turkey Resilience Project in Response to the Syria Crisis. To achieve the overall objective, the purpose of this individual contract is to provide creative support to UNDP for developing visibility materials.

In close cooperation with Project Managers and Communication Team at UNDP, Individual Contractor will provide support services for; creative works, graphic design, digital and branded material design and production, branded project materials, visibility materials, multimedia communications in various formats, social media outreach materials and campaign content design, general and specific printed and electronic materials to be used in the framework of the project communication.

3. ACCRONYMS AND ABBREVIATIONS

Unless otherwise noted;

- *The Assignment* refers to the present Assignment
- *UNDP* refers to United Nations Development Programme Country Office in Turkey,
- *TRP* refers to Turkey Resilience Project in Response to the Syria Crisis
- *Project Managers* refers to Project Managers of components under " Turkey Resilience Project in Response to the Syria Crisis".

4. DUTIES AND RESPONSIBILITIES OF THE INDIVIDUAL CONTRACTOR(S)

Within the scope of the Assignment, the Individual Contractor will be responsible for creating, developing and crafting compelling creative works and digital content design, with a particular focus on graphic and digital design, which engages audiences in a dynamic, interactive and meaningful way and sparks conversations around issues related to TRP's activities. S/he will play a key role in producing creative content for TRP's visibility for various audiences in Turkey. Upon substantial brief by the Communication Expert, the incumbent will develop and produce high-quality compelling content for print and digital use (graphs, charts, maps, diagrams, infographics and graphics, GIFs etc.) that illustrates project outcomes and achievements to external audiences such as donors, the government of Turkey, host communities and target beneficiaries. S/he will support UNDP for creation and production of branded project materials, visual designs, branded and printed project visibility materials and multimedia content.

The Individual Contractor will undertake following major tasks;

- Develop compelling creative works in various formats, with respect to project communication, in line with the overall communications strategy. Develop and create layouts/designs of written, printed and electronic materials in the framework of the project communication. Prepare the design and content of electronic and printed visibility and advocacy materials including brochure, poster, booklet, animations, short videos etc.
- Support for standardization of all existing visibility and communication products and templates such as info sheets, presentations, brochures, reports, flyers, invitations, event materials (Banners, flags, backdrops etc.) and other types of branded project visibility materials as well as fonts, formatting, icons, images and layout techniques.
- Design and production of high-quality compelling content for print and digital use (Visuals, graphs, charts, maps, diagrams, infographics, apps for digital campaigns and graphics, GIFs etc.) that illustrate project outcomes and achievements to external audiences such as donors, the government of Turkey, host communities and target beneficiaries.
- Support for developing compelling specific visual content in various formats with respect to project achievements and outcomes.
- Identify new digital and multimedia tools and best practices and how these can be most effectively applied to deepen engagement with donors, host communities and beneficiaries.

The above listed activities are subject to development and change with consent of Project Managers at UNDP, in line with the requirements of communication strategy of the project. These possible developments and changes will be reflected in the specific terms of references and service request to be sent to the individual contractor throughout the contract execution, the Individual Contractor will conduct activities in accordance with specific service requests by UNDP.

If required by the UNDP, the Individual Contractor may provide additional consultancy services related to her/his competencies and expertise.

5. DELIVERABLES

The individual Contractor is expected to invest (*at maximum*) 150 working days throughout contract duration.

The deliverables of the Contract will be identified during the execution of the contract. Deliverables will be identified in specific service requests by Project Managers. Individual Contractor shall submit deliverables identified by specific service requests with time sheet in line with requirements and schedule identified by each specific service request.

The deliverables of the individual contractor shall be subject to approval of the UNDP Project Managers within the deadlines to be set in the specific service requests.

6. INSTITUTIONAL ARRANGEMENT

UNDP will provide all relevant background documents. UNDP is not required to provide any physical facility for the work of the Individual Contractor.

UNDP will cover pre-approved travel and accommodation costs of the Individual Contractor when traveling outside of the duty-station and upon submission of relevant documentation. UNDP is not required to provide any physical facility for the preparatory and reporting works of the Individual Contractor. However, depending on the availability of physical facilities (e.g. working space, computer, printer, telephone lines, Internet connection etc.) and at the discretion of the UNDP such facilities may be provided at the disposal of the IC. UNDP will facilitate meetings between the IC and other stakeholders, when needed.

Project Managers will directly supervise the Individual Contractor. Individual Contractor will be directly responsible to, reporting to, seeking approval/acceptance of output from Project Managers.

All reports should be submitted in the Turkish and/or English Language as per UNDP's determination. In case of a need for translation, UNDP will meet the related translation costs.

7. REQUIRED QUALIFICATIONS

The following table demonstrates the required qualifications of the consultant to be mobilized within this Assignment.

The required qualifications and/or experience are presented below:

General Qualifications;

- University Degree in Communications, Design, Public Relations, Social Sciences or a relevant field is required.
- Certified knowledge of Adobe CC Suite, Adobe InDesign, CorelDraw is required.
- Good knowledge of Adobe Premiere, Adobe After Effect and Lumion 3D is an asset.

General Professional Experience;

- At least (3) three years of general professional experience is required
- Experience in working for international organizations (i.e. UN agencies, World Bank, EU) is an asset.

Specific Professional experience;

- Minimum 2 years of working experiences in design of communication and visibility materials in various forms.
- Demonstrated experience in print and digital design is required.
- Previous experience in implementing or management of visibility guidelines is an asset.
- Demonstrated skill set in photography manipulation is an asset.
- Demonstrated skill set in preparing print-ready branded materials is an asset

8. TIMING AND DURATION

The Assignment is expected to start on 18 March 2019 and expected to be completed by 31 December 2019. The Consultant is expected to invest (at maximum) 150 man/days to fulfil the required tasks as per specific service requests to be made by UNDP throughout contract validity.

9. DUTY STATION

Duty station for the assignment is home-based.

Travels with respect to UNDP's various project needs and the duties and responsibilities of the consultant stated in Items 4&5 will occur. Travel, accommodation and living expenses {inter-city, intra-city travels, living costs such as breakfast, lunch, dinner, etc.) in duty stations will be borne by the Individual Contractor. Travel to join duty stations and repatriation travel costs (travels to and from duty stations) will be covered by the Individual Contractor.

In case of unforeseen travel, UNDP will cover pre-approved mission travel and accommodation costs of the Individual Contractor when traveling outside of the duty station and upon submission of relevant documentation.

The following guidance on travel compensation is provided per UNDP practice.

Cost item	Constraints	Conditions of Reimbursement
Travel (intercity transportation)	Full-fare economy class tickets	1- Approval of UNDP before the initiation of travel 2- Submission of the invoices/receipt, etc. by the expert with the UNDP's F-10 Form 3- Approval of UNDP
Accommodation	Up to 50% of the effective DSA rate of UNDP for the respective location	
Breakfast	Up to 6% of the effective DSA rate of UNDP for the respective location	
Lunch	Up to 12% of the effective DSA rate of UNDP for the respective location	
Dinner	Up to 12% of the effective DSA rate of UNDP for the respective location	

Other Expenses (intra city transportations, transfer cost from /to terminals, etc.)	Up to 20% of effective DSA rate of UNDP for the respective location	
---	---	--

10. PAYMENTS

The contract to be signed between UNDP and the Individual Contractor will *not* entail a financial commitment from UNDP. UNDP's financial commitment will be established on an *ad-hoc* basis every time as services are officially requested by UNDP through specific service requests.

The Contract is based on a daily fee. For each specific service request UNDP makes payments based on the total actual number of days worked for the respective specific service request. "Individual Contractor Time Sheet" containing number of days worked and tasks completed, must be submitted by the Individual Contractor(s), duly approved by Project Manager, which shall serve as the basis for the payment of fees.

The amount paid to the expert shall be gross and inclusive of all associated costs such as social security, pension and income tax etc.

Payment terms and conditions will be specified in the specific service requests. Payment terms and conditions along with the daily fee rate (indicated in the contract) and number of days invested (not to exceed maximum number of days in the service request) will be the basis of payment to the Individual Contractor(s). Payments will be made against submission of the deliverable(s) in the specific service requests by the Individual Contractor(s) and approval of such deliverables by UNDP. UNDP will cover pre-approved travel and accommodation costs of the Individual Contractor(s) when traveling outside of the duty-station and upon submission of relevant documentation.

The Individual Contractor(s) will be paid in TRY.

The amount paid to the expert shall be gross and inclusive of all associated costs such as social security, pension and income tax etc.

Tax Obligations: The Individual Contractor(s) is solely responsible for all taxation or other assessments on any income derived from UNDP. UNDP will not make any withholding from payments for the purposes of income tax. UNDP is exempt from any liabilities regarding taxation and will not reimburse any such taxation to the Individual Contractor(s).