

TERMS OF REFERENCE (TOR)

ACTIVITIES 2.1.4.1.10: DESIGNING AND PRINTING OF POLICY BRIEFS OF MAIN PROJECT OUTPUT

Assignment	Service provider for graphic design and print policy brief of project output of the project “Conservation of Critical Wetland Protected Areas and Linked Landscapes”
Position:	National Consultancy firm
Number of position required:	01
Duty location	Hanoi
Project code and title:	00088048/Conservation of Critical Wetland Protected Areas and Linked Landscapes
Duration of assignment:	2 months (From May to June 2020)
Reporting to:	Project Manager (PM), ISPONRE

I. INTRODUCTION

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 from 2015 to 2020. 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) and Thai Binh (TB) Province.

The assignment is a part of the activity 2.1.4.1.10 “*Designing and printing of policy briefs of main project outputs*” falls under the Output 2.1 “*Increased understanding and knowledge about wetland values, sustainable use and management across the wider landscape*”.

With the support of the project, the TGCH WCA has been established under the Decision No.495/QĐ-UBND dated February 20th 2020 by Thua Thien Hue Provincial People’s Committee. In order to disseminate the results on establishment of pilot WGA in Viet Nam, the project will support to design and print a policy

brief based on the Profile for establishing the TGCH WCA. The policy brief will provide evidence-based information for policy makers at national, local level and also management board of TGCH WCA on the wetlands values, objective, geographical location, area of subdivision zones, management structure, conversion of livelihoods and support of people affected by the establishment of conservation areas, activities to be implemented in each subdivision zone...Based on that, the authorities can follow up with effective public awareness raising programs, public and private sector participatory engagement to wetland management and conservation. The materials are also 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 events.

II. OBJECTIVES

The assignment aims to develop graphic design and print a policy brief based on the profile for establishing the Tam Giang – Cau Hai WCA, which will generate the following information:

- Biodiversity conservation purposes.
- Current status of natural ecosystems and species included in the list of endangered precious and rare species prioritized for protection, other wild species, landscape and unique natural beauty.
- Areas of land and water surface; current situation of land and water surface use; number of inhabitants in the planned place of the conservation area; proposal on necessary land use changes.
- Geographical locations, areas and boundaries of the strictly protected, ecological restoration and service-administrative zoning sections; scheme of current settlement and land use activities; scheme for relocation of households, individuals and/or specific activities within or beyond the planned WCA area or any of its zones.
- Geographical location, area and boundaries of the buffer zone of the planned WCA and the surrounding linked landscape.
- Conservation area management plan.
- Organization of the management of the TG-CH WCA.
- Implementation arrangements/business plan of the WCA.

The above product should be both in English and Vietnamese version.

III. SCOPE OF WORK

- Collaborate with PMU to collect, review the material contents (project document, profile for establishing TGCH WCA, and Decision for approval of establishing TGCH WCA) and catch their requirement and ideas for the graphic design and implementation.
- Collaborate with PMU to edit, review the EN and VN version.
- Propose the typical specifications for the communication 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.
- Print the policy brief according to the requirements of PMU in terms of the material quantity and quality.

Note on copy right: “All intellectual property and proprietary rights, including rights to policy briefs, summary paper of case studies, standee, leaflet and any other materials produced during this consultancy will become the sole property of the ISPONRE/MONRE & UNDP Viet Nam, which will have the sole right to publish the same in whole or in part and to adapt and use them as may seem desirable, and to authorize all translations and quotations from them. The contractors may not publish or use any of this material without the prior permission of ISPONRE/MONRE & UNDP Viet Nam.”

All communication materials must have logo of UNDP, GEF and ISPONRE/MONRE

IV. EXPECTED OUTPUTS

A Policy brief generating information of TGCH WCA in Vietnamese and English version.

V. REPORTING AND TIMING

The consultancy is for a period from May to June 2020. The process requirements are as follows:

1. Propose the typical specifications for the product 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 May 20th 2020.

3. The printed materials and the final graphics no later than June 15th 2020.

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 owner. The detailed payment schedule and conditions will be finalized in the Consultancy contract.

VII. REQUIREMENTS / QUALIFICATIONS

The service provider has to have extensive experience in graphic designing and printing publications. In particular, the service provider 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 year 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.

The service provider is required to submit profile of the company that demonstrates relevant experiences and quotation offered for the package.