

Annex I - Terms of Reference

National or International consultant: National or Lebanese Resident

Description of the assignment (Title of consultancy): Graphic Designer for campaigns and communication materials

Project Title: Lebanon Environmental Pollution Abatement Project (LEPAP)

Period of assignment/services: 3 years. The initial duration of the LTA is one year and will be extendable upon satisfactory performance of the LTA holder.

Is this a LTA (yes/no): Yes

1. Background Information/Project Description

In order to ensure a smooth transition for Lebanon towards environmental sustainability, the Government of Lebanon, through the Ministry of Environment (MoE) has requested the support of the World Bank (WB) and the Italian Government to establish the Lebanon Environmental Pollution Abatement Project (LEPAP) as a national initiative to respond to the challenges for promoting the financial and environmental sustainability of the industrial sector in Lebanon.

The LEPAP was initiated by the MoE in 2014 and consists of two main components: (A) Technical Assistance Component funded by the Italian Agency for Development Cooperation (AICS), and (B) Investment Component funded by the WB. LEPAP is being implemented by the United Nations Development Program (UNDP) in close partnership with the Ministry of Finance (MoF) and Banque du Liban (BDL). The LEPAP aims at reducing industrial pollution in targeted industrial enterprises and will contribute to strengthening the monitoring and enforcement capabilities of the MoE.

Under the technical assistance component, the AICS has approved the allocation of a financial contribution to UNDP to provide technical assistance to the project's beneficiaries mainly the MoE and the concerned industries and to support in the overall management of the project's activities. These ToRs relate to the technical assistance component of the project.

The Project has recently developed a communication strategy and is starting to implement some of its components. Among those, the development of factsheets about the financed interventions, launching of success stories/videos, improvements to the website and others.

To visualize the LEPAP achievements and better present the success stories, a Graphic Designer (referred to as "Individual Consultant (IC)") will be recruited to support the LEPAP team in designing any publications and published information, any graphics or creative applications needed to implement the strategy including but not limited to flyers, factsheets and manuals prepared under the Project.

2. Scope of Work, Responsibilities and Description of the Proposed Work

The Consultant shall perform all the services/works as necessary to fulfill the objectives of the consultancy contract under the overall guidance of the UNDP LEPAP Monitoring and Evaluation (M&E) Officer and in coordination with the UNDP Communication Officer.

The Consultant will have but will not be limited to the following responsibilities:

Deliverable	Required deliverables minimum specifications	Estimated quantity over the LTA period	Estimated duration of completion of each item from PO issuance
A	Create different visual storytelling materials such as 2D/3D animation videos (up to 2min maximum) following UNDP's guidelines. The consultant will be responsible of creating the storyboard, developing visual frames and motion.	20 videos	10 working days. Draft 1 to be presented within one week of request. Final draft to be presented within 4 weeks of request.
B	Combine footages and/or visuals with text on screen and add a voice over/music. The consultant will be responsible of providing the material needed, the UNDP team will provide the technical data.	10 videos	8 working days. Draft 1 to be presented within one week of request. Final draft to be presented within 4 weeks of request.
C	Designing a campaign or material for an event. This task includes preparing the visual concept of the campaign and its various adaptations such as: email invitation, roll-up banner, zoom backgrounds, newsletter banner, facebook ad visuals and posts, website landing page, an event's introduction, a thank you note and adding a cover/credits pages to the recorded event (if any).	10 events	6 working days. The material should be finalized at least 2 weeks before the event.
D	Editorial design following UNDP's and donors' requirements and policies. This task includes the design of fact sheets, leaflets, one-page summary, presentations, reports and publications.	20 publication designs	5 working days
E	Design social media posts. The consultant will be responsible of translating the data provided by the team into visuals (being infographics or GIFs or others). The	20 visuals	2 working days

	artworks may be also used in reports published by the project.		
F	Prepare informative and/or infographic set of posters. The consultant will be responsible of translating the data provided by the team into textual and graphic elements.	20 posters	3 working days

3. Expected Outputs and Deliverables

The Consultant is expected to submit the artworks in coordination with the UNDP's project team, the graphic designer and the UNDP's communication team. The following deliverables requirements will apply to this agreement:

- Provision period of required services will be defined in coordination with the UNDP's project team and in line with UNDP Communication Guidelines;
- Deliverables and related man-days will be agreed upon in writing with the UNDP's project team prior to the initiation of each task.

All deliverables should be handed out in soft copy and an editable format. If relevant, copies of high-resolution maps, research material and graphics should also be handed out to the project team.

4. Payment Terms

The UNDP shall affect payments to the Consultant after acceptance by UNDP of the deliverables submitted by the Consultant set in the Terms of Reference (ToRs) and as follows:

Deliverable A: Will be paid per video
 Deliverable B: Will be paid per video
 Deliverable C: Will be paid per campaign
 Deliverable D: Will be paid per page
 Deliverable E: Will be paid per post
 Deliverable F: Will be paid per poster

The payment currency of the Contract is USD.

5. Institutional arrangements

The Consultant will work under the direct supervision of the UNDP LEPAP M&E Officer and in close coordination with the UNDP Communication Officer.

During the fulfillment of the tasks under this agreement, the Consultant will ensure regular communication with the project team and will ensure a timely delivery of the expected outputs and will regularly inform the project team of the progress as well as any obstacles that might occur.

6. Duration of work

The contract will be on a long-term agreement basis with an expected duration of 3 years from date of contract signature. The initial duration of the LTA is one year and will be extendable upon satisfactory performance of the LTA holder.

7. Duty station

The Consultant is expected to consider that he/she will perform the needed work in his/her own premises, using his/her own property and technology, and hold direct responsibility for the quality of delivered outputs.

8. Qualifications required

The Consultant must present the following qualifications:

Education	BA in Graphic Design, a Master's Degree in Graphic Design or relevant field is a plus
Experience	<ul style="list-style-type: none">▪ At least 5 years of professional experience in graphic design▪ Proven theoretical and practical expertise in communication and graphic design▪ Proficient use of Adobe's Photoshop, InDesign, Illustrator, After Effect▪ Good experience in conceptualising, developing and implementing communication campaigns▪ Good experience in designing the various components of a communication campaign and its various creative applications▪ Good experience in typography, logo design, color, image selection, print production, layout design▪ Good understanding of UNDP and other development programmes guidelines is a plus
Competencies	<ul style="list-style-type: none">• Ability to grasp complex issues, concepts and strategies and to translate/communicate these concepts into visual materials• Excellent visual, written and oral communication skills.• Proven creative and graphic design skills backed up by a good portfolio• Experience working on content that appeals to wide audiences• Ability to work effectively independently• Ability to work on multiple projects simultaneously and independently.• Good management and communication skills.• Show a clear and mature style of design, demonstrating an understanding of the communication requirements of UNDP.• Must have a positive can do attitude.