TERMS OF REFERENCE

UNITED NATIONS DEVELOPMENT PROGRAMME	

TERMS OF REFERENCE

A. GENERAL INFORMATION
Title: Graphic Design Services for the Pro PALOP-TL SAI (Phase II) project Project: Pro PALOP-TL SAI (Phase II) - Programme for Consolidating Economic Governance and Public Finance Management Systems (PFMS) in the PALOP-TL (Pro PALOP-TL SAI (Phase II)) Direct Supervisor: Pro PALOP-TL SAI Communications and Visibility Officer Duty Station: Praia, Cape Verde Estimated Start Date: 11/04/2022 a 11/04/2023 Duration: One year
B. PROJECT DESCRIPTION AND BACKGROUND

The European Union (EU) is one of the major partners and funders of UNDP's work. Currently, the EU and UNDP are partnering in 140 countries to deepen democratic governance, prevent or recover from conflict and natural disasters, build resilience and adapt to climate change. The EU and its Member States are jointly the world's largest donor of the development aid, with their Official Development Assistance (ODA) having reached €75.5 billion in 2016.

Communications and visibility are key for the EU to mobilize its citizens and governments to remain engaged in development aid and cooperation as well as for the EU - UNDP strategic partnership, including resource mobilization.

In the past decade, the Portuguese-speaking countries of Angola, Cabo Verde, Guinea-Bissau, Mozambique, Sao Tome and Principe, and Timor-Leste have experienced significant progress in economic governance. Recent public finance management reforms are the main reason for this success.

However, weaknesses, including inadequate institutional capacity, skills and human resources, continue to hamper their public administration systems. This situation has undermined effective public finance management, budgetary oversight and control of public resources, which has significant adverse impacts on other governance and development sectors.

In order to support the above referred countries addressing such challenges, the European Union, UNDP and the National Authorizing Officers for the European Development Fund (NAO EDF) in the PALOP[1] and Timor-Leste partner to deliver the Project for Strengthening technical and functional skills of Supreme Audit Institutions, National Parliaments and Civil Society for the control of public finances in the PALOP and Timor-Leste *(Pro PALOP-TL SAI)*[2].

The Pro PALOP-TL SAI project was fully funded by the European Union to promote economic governance in ACP Portuguese Speaking Countries (5 PALOP countries and Timor-Leste) and strengthened the technical and functional

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[1] African Countries with Portuguese Official Language – Angola, Cabo Verde, Guinea Bissau, Mozambique, Sao Tome and Principe.
[2] https://www.agora-parl.org/pro-palop-tl-sai.

competencies of the Supreme Audit Institutions, Parliaments, and Civil Society in the field of public financial management.

The project enabled the capacity-building of beneficiary institutions, the development of skills, know-how and knowledge of oversight stakeholders. Therefore, the project had a real impact on people's lives, and the overall framework of public finance management and budget oversight in PALOP and Timor-Leste. The project's implementation started in January 2014 and came to an end in December 2017.

Building from the previous success story of the Pro PALOP-TL SAI, the **Programme for Consolidating Economic Governance and Public Finance Management Systems (PFMS) in the PALOP-TL**[3] (Pro PALOP-TL SAI (Phase II)) covers the second priority area of the 11th EDF PALOP-TL Multi-Annual Indicative Plan (MIP) *"Governance capacity Development"*. The programme intends to **improve economic governance in the PALOP-TL,** with the specific objective to **improve the performance of PALOP-TL countries on Public Finance accountability, effectiveness and transparency**.

The proposed programme aims to expand and consolidate Pro PALOP-TL SAI's initiatives and successes of South-South and Triangular[4] Cooperation by supporting capacity development, further develop regional dialogue and deliver technical assistance in the above referred domain. Within this scope, it is proposed to focus the intervention on three domains for consolidating PFMS, where cooperation among PALOP-TL/EU is already underway and showed positive impacts, as well a regional added value, to obtain the following expected results:

1. The executives' capacities to ensure fiscal and budget transparency in the PALOP-TL are improved.

2. The supreme audit institutions and other relevant external control institutions' capacities to ensure external audit/control over PFMS in the PALOP-TL are enhanced.

3. The capacities of Parliaments and CSO to ensure effective legislative oversight and social monitoring of PFMS in the PALOP-TL are strengthened.

The programme has been developing a Facility to support and broker initiatives for capacity development, south-south and triangular cooperation, exchanges of experiences and "peer2peer" learning, with the expectation to foster institutional-based, process-based and human resources-based change and transformational dynamics. The programme's beneficiaries were identified through the relevant 10th EDF programmes (PALOP-TL RIP and NIPs), as well as by means of a thorough mapping, analysis and diagnostic carried out along the implementation of the Pro PALOP-TL SAI between 2014 and 2017[5], complemented by an ad-hoc mapping consultation process in the 6 countries in 2016-2017. Given its successful experience in implementing the Pro PALOP-TL SAI, as well as in developing/providing institutional capacity development tools and processes, the EU and the United Nations Development Programme (UNDP) have agreed to renew their partnership.

Considering that the Pro PALOP-TL SAI (Phase II) is a scale-up of its predecessor, the Pro PALOP-TL SAI, as referred previously, its communications and visibility approach build from the gains and achievements of the latest that were identified as good practices of EU visibility by UNDP corporate at global level.

Hence, the communications and visibility strategy of the Pro PALOP-TL SAI (Phase II) was built upon the communications tools already available (referred in the background) and promoting the visibility of the EU|UNDP strategic partnership worldwide and, more specifically, the impact of this partnership in the PALOP-TL countries

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[3] https://agora-parl.org/pt-pt/pro-palop-tl-sai.
[4] The UN's working definition for triangular cooperation is "Southern driven partnerships between two or more developing countries, supported by a developed country or multilateral organisations".
[5] Information regarding all actions carried out within the framework of the Pro PALOP-TL SAI can be found at the website (http://www.propaloptl-sai.org/index.php/en/), AGORA Portal (https://www.agora-parl.org/palop) , YouTube Channel (https://www.youtube.com/channel/UCqQShed9k1_1tQqqduF_tcg) and Facebook page (https://www.facebook.com/propalop.tl).

promoting good economic governance, fiscal transparency and accountability in the management of public resources.

The Visibility Plan allowed the project (phase II) to further integrate all its predecessor's social networking platforms into one circle of 6 intercommunicable social and communications platforms (no longer interactive due to the project's closure), namely the project's website[6], AGORA Portuguese Portal[7], Facebook page[8], YouTube Channel[9], Twitter[10], ISSUU[11].

These platforms were customized and reoriented to continue to ensure interconnection among Pro PALOP-TL SAI (Phase II) (and Pro PALOP-TL SAI) target public to enhance, boost and increase the reach and interactivity of the project's messages and actions, but also the visibility of the project's initiatives in phase II and EU external actions.

These platforms allowed to deliver the communications and visibility strategy actions from the immediate start of the project. In addition, also building from the Pro PALOP-TL SAI baselines, Pro PALOP-TL SAI (Phase II) initiatives have been shared through more "traditional" means of communications, e.g., the email, using the Pro PALOP-TL SAI comprehensive database of the project's beneficiaries and stakeholders (Stakeholders' general database, Seminarss & Workshops' specific databases, Vendors and Partners' specific database, etc.).

The Pro PALOP-TL SAI (Phase II) had also build from existing global outreach platforms focusing on its scope and stakeholders, such as **AGORA** website[12] and social networks (Facebook[13] and Twitter[14]) that were set under the Pro PALOP-TL SAI, in order to boost visibility and communications to Portuguese, but most importantly, to English speaking audiences.

The Pro PALOP-TL SAI (Phase II) Visibility Communications and Plan works across different levels, addressing activities and/or Communications as to:

- Create and raise awareness around the Pro PALOP-TL SAI (Phase II), for example project communications and initiatives, key meetings and coverage of workshops/initiatives/activities.

- Shape communication to showcase the specific impact of the cooperation PALOP-TL SAI with EU funding.

- Build consolidated networks via peer learning, exchange of experiences and south-south cooperation among the PALOP-TL beneficiary institutions.

- Conceive, in support of the Pro PALOP-TL SAI (Phase II) key stakeholders/partners (Ministries of Finances/Plan, Supreme Audit Institutions, National Parliaments and Parliamentarians, Civil Society Organizations, Media, regional associations of SAI, Parliaments and MoF, etc.), funded visibility activities and/or campaigns.

For the least year of implementation (2022-23), the Pro PALOP-TL SAI (Phase II) is designing an exit and sustainability strategy that will capitalize and rationalize all its products and realisations.

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[6] https://www.agora-parl.org/pro-palop-tl-sai.

[7] https://www.agora-parl.org/palop.

[8] https://www.facebook.com/propalop.tl/.

[9] https://www.youtube.com/channel/UCqQShed9k1_1tQqqduF_tcg.

[10] https://mobile.twitter.com/ProPALOP.

[11] https://issuu.com/propalop-tlisc.

[12] https://www.agora-parl.org/.

[13] https://www.facebook.com/AgoraParl/posts/10155748804383370.

[14] https://mobile.twitter.com/AgoraParl?ref_src=twsrc^tfw&ref_url=https%3A%2F%2Fwww.agora-parl.org%2Finteract%2Fblog.

C. PURPOSE

The contract with the selected service provider would cover provision of all types of design graphics services, such as layout design, artwork, and graphic design for publications, including printed and online materials, and communication items. The se services shall be provided in a timely and efficient manner, as requested by the project.

==UNDP does not guarantee that any specific quantity of services shall be purchased during the term of the agreement.==

D. SCOPE OF WORK

Develop products that reflects the Pro PALOP-TL SAI (Phase II) visual identity as foreseen in the Communication and Visibility Plan[15].

Ensure the inclusion of the visual concept and graphic design of the project's brand and materials for printing and online environments, including, logo, websites, annual reports, handbooks, posters, magazine covers, stickers, signage, advertisements, digital marketing assets, provided in a timely and efficient manner.

E. EXPECTED OUTUTPS/DELIVERABLES 2022-2023

Item	Deliverables		Qty	2022	
	Products	**Services**		Due Date	**Products**
1	**PRODUCT 1. * Review/Update the Pro PALOP-TL SAI (FASE II) visual identity**				
1	**Create the visual concept and graphic design layout for Pro PALOP-TL SAI website 6 additional pages:** 1. Civil Society Portal; 2. E-learning Portal; 3. Podcast Platform; 4. OGP Repository. 5. full website English version. 6. 1 additional as if necessary	Under the supervision of Communication and Visibility Officer, review the Pro PALOP-TL SAI (FASE II) visual identity; Create the visual concept and graphic design layout	6	All year	First draft available 5 days after reception of the document
4	**PRODUCT 2. * STANDARD KIT for Country Work Plan (CWP) in each PALOP and TL (Seminars/Workshops/Conferences) /2022 Edition**				
4	**Develop visual concept, produce a graphic design for a kit for the six countries' work plan (13 activities per country)** 1. Banner of Seminars (1,5x3 mts) 2. Rollup of Seminars (1X2,2mts) 3. Flyers for Seminars (up to 4 pages) 4. Save the date 5. Post image for social network 6. Facebook cover image 7. Notebook	• Produce graphic design layout, pagination, final artwork of all 7 products. • Prepare standard Kit with the 7 Products in adaptable/workable format, ready for printing and posting on online environments. • Provide technical support for customization and printing of products	(13x7)	All year	First draft available 3 days after reception of the document
	PRODUCT 3. * STANDARD KIT for 6 Pro PALOP-TL ISC Communities of Practice (CoP) of PALOP and TL / 2022 Edition				
	Develop visual concept, produce a graphic design for a kit for the six Communities of Practice 1. Banner of Seminars (1,5x3 mts)	• Produce graphic design layout, pagination, final artwork of all products;	3	All year	First draft available 2 days after reception of the document

[15]access to documents on: https://paloptl.eu/projects/programa-para-a-consolidacao-da-governacao-economica-e-sistemas-de-gestao-das-financas-publicas-nos-palop-tl-pro-palop-tl-isc-fase-ii/

	2. Rollup of Seminars (1X2,2mts) 3. Flyers for Seminars (up to 4 pages) 4. Participants' Handbooks & Agenda of Seminars (up to 20 pages) 5. Post image for social network 6. Facebook cover image 7. Event Report (up to 30 pages 8. Opening day program 9. Closing day program 10. Notebook 11. Save the date 12. Nametagst 13. Badge 14. Certificate (30 pages)	• Prepare standard Kit with the 14 Products in adaptable/workable format, ready for printing and posting on online environments. • Provide technical support for customization and printing of products			
	PRODUCT 4. * Publications and special editions				
	1. PFM Post-Graduation Programme Report (2022) / 120 pages 2. 2 Reports (2* 80 pages) 3. One illustrator e-budget handbook (20 pages) 4. 2 Guidelines/ Manuals (2* 80 pages) 5. 2 Handbooks (2* 80 pages) 6. Fast Facts sheets (10 pages) 7. 2 newsletters (3*10 pages)	• Create the visual concept and graphic design layout, pagination and final artwork of file for printed versions and online environments • Provide technical support for customization and printing of products	10	All year	First draft available 5 days after reception of the document
	PRODUCT 5. STANDARD KIT for E-budget Platform Visibility Regional Meeting 2022 Edition				
	Develop visual concept, produce a graphic design for a kit E-budget Platform Visibility Regional Meeting 1. Banner of Seminars (1,5x3 mts) 2. Rollup of Seminars (1X2,2mts) 3. Facebook cover image 4. Post image for social network 5. Notebook 6. Save the date 7. Nametags 8. Badge 9. Opening day program 10. Closing day program 11. General Program & Agenda of Seminars (up to 23 pages)	• Produce graphic design layout, pagination, final artwork of all products; • Prepare standard Kit with the 12 Products in adaptable/workable format, ready for printing and posting on online environments. • Create the visual concept and graphic design layout for Handbook e-budget, pagination and final artwork • Provide technical support for customization and printing of products	1	All year	First draft available 2 days after reception of the document
	PRODUCT 6. * STANDARD KIT Visibility for Training programme with ISCTE-IUL / 2022 Edition				
	Develop visual concept, produce a graphic design for a kit for webinar series and post-Graduation. **8 Kit for webinar series:** 1. Post image for social network 2. Teaser for social network 3. Biography presentation 4. Facebook cover image	• Produce graphic design layout, pagination, final artwork of all products; • Prepare 2 standard Kit with the 4/5 Products each, in adaptable/workable format, ready for printing and posting on online environments. • Provide technical support for customization and printing of products	8	All year	First draft available 2 days after reception of the document

	Deliverables			

PRODUCT 7. * STANDARD KIT Visibility for Training programme with Portugal Supreme Audit Institution (SAI) for all PALOP-TL SAI/ 2022 Edition

Products	Services	Qty	Products	Services
Develop visual concept, produce a graphic design for a 8 kit of Training programme with Portugal Supreme Audit Institution (SAI) for all PALOP-TL SAI: 1. Banner of Seminars (1,5x3 mts) 2. Rollup of Seminars (1X2,2mts) 3. Post image for social network 4. Teaser for social network 5. Biography presentation 6. Facebook cover image 7. Opening day program 8. General Program & Agenda of Seminars (up to 10 pages) 9. Certificate (30 pages)	• Create the visual concept and graphic design layout, pagination, final artwork of all products. • Prepare 8 standard Kit with all products, in adaptable/workable format, ready for printing and posting on online environments. • Provide technical support for customization and printing of products	8	All year	First draft available 3 days after reception of the document

PRODUCT 8. Lunching E-learning Course Visibility

Products	Services	Qty	Products	Services
One video motion for the presentation of e-learning Pro PALOP-TL SAI (3 minute). Develop visual concept, produce a graphic design for a Kit for launching 12 e-learning course Pro PALOP-TL SAI: 1. Post image for social network 2. Teaser for social network 3. Facebook cover image 4. Presentation Flyers (1 page)	• Create the visual concept and graphic design layout, pagination, final artwork of all products; • Prepare standard Kit with all products, in adaptable/ workable format, ready for printing and posting on online environments. • Provide technical support for customization and printing of products	13	All year	First draft available 3 days after reception of the document

PRODUCT 9. Mailchimp Template

Products	Services	Qty	Products	Services
Under the advice of website developer and communication officer, develop visual concept, produce a graphic design for four standard Mailchimp Template. 1. E-learning 2. Newsletter 3. Podcast 1 additional as if necessary	• Review and update the visual concept and graphic design layout, pagination, final artwork of 4 mailchimp template pages. • Prepare all products, in adaptable/ workable format, ready for posting on online environments. • Provide technical support for customization of products	21	All year	First draft available 5 days after reception of the document

Item	Deliverables		Qty	2023	
	Products	Services		Products	Services
	PRODUC 10 Final Narrative & Financial Report of Pro PALOP-TL SAI (PHASE II) (2022-23) PT/Eng				
	1. Final Narrative & Financial Report of Pro PALOP-TL SAI (PHASE II) (2022) PT. version / up to 120 pages	Create the visual concept and graphic design layout, pagination and final artwork of file for printed versions and online environments	1	Apr 2023	First draft available 15 days after reception of the document
	2. Final Narrative & Financial Report of Pro PALOP-TL SAI (PHASE II) (2022) Eng. version / up to 120 pages	Create the visual concept and graphic design layout, pagination and final artwork of file for printed versions and online environments	1	Apr 2023	First draft available 15 days after reception of the document

	3. Summary Report of Pro PALOP-TL SAI (PHASE II) (2022) PT. Version / up to 70 pages	Create the visual concept and graphic design layout, pagination and final artwork of file for printed versions and online environments	1	Apr 2023	First draft available 15 days after reception of the document
	4. Summary Report of Pro PALOP-TL SAI (PHASE II) (2022) Eng. Version / up to 70 pages	Create the visual concept and graphic design layout, pagination and final artwork of file for printed versions and online environments	1	Apr 2023	First draft available 15 days after reception of the document

*For all products it is expected technical support for customization and printing
**For all transversal Seminars (Pro PALOP-TL SAI CoP)
*** In continuity of the plan existing plus standard kit

F. INSTITUTIONAL ARRANGEMENTS

The contract will be supervised by the Pro PALOP-TL SAI Chief Technical Advisor.
The project will provide any technical materials and inputs required for the communication products.
All information pertaining to this project as well as outputs produced under this contract shall remain the property of UNDP, who shall have exclusive rights over their use.
Project Document[16]
Project Visibility Plan[17]

G. DURATION

One year, ending not later than 27 May 2023.

H. DUTY STATION

Home based. The contractor will perform the services from their location. The project team will make available to the contractor the necessary documentation and information for the production of the expected products. There should be continuous communication with the project team.

I. QUALIFICATIONS OF THE SUCCESSFUL CONTRACTOR AND KEY PERSONNEL

Qualifications and Experience Requirements
- Legally registered company;
- Proven experience of 7 years in graphic design;
- Knowledge of new and evolving technologies and digital platforms, including working knowledge of design software, for example: InDesign, Photoshop & Illustrator, etc…;
- Prior experience in working with UN agencies or other international organizations;
- Demonstrate experience in producing an innovative and intuitive designs;
- The contractor must guarantee timely delivery of the products as agreed;
- Demonstrate Integrity and ethical standards;
- Adherence to UNDP General Terms and Conditions for Services.

General Qualification Key Personal
Education:
A bachelor's degree in communications, design or other related field, or formal training on graphic design.
Experience:
At least 5-years of relevant work experience in design;

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[16] https://www.agora-parl.org/sites/default/files/pdf/Annex%20I_DoA_Pro%20PALOP-TL%20SAI%20(Phase%20II)_FINAL_CLEAN221118.pdf.
[17] https://www.agora-parl.org/sites/default/files/pdf/Annex%20VI_CV%20Plan_CLEAN221118.pdf.

Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Creative Suits, Illustrator, In-Design, CorelDraw, etc...

Competencies:

Demonstrates a clear and modern style of design;

Experience in data visualization and graphic design;

Proven experience in graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and color management;

Good understanding of new and evolving technologies and digital platforms.

Language:

Good command of written and Spoken Portuguese, and knowledge of English

J.	SCOPE OF BID PRICE AND SCHEDULE OF PAYMENTS

Payments will only be made for deliverables/products satisfactorily completed and accepted by the Project.

Financial Proposal

The vendor is requested to provide a quotation of the fees/cost for the services and a matrix indicating the level of work to be undertaken and associated timelines. The quotation must remain valid till the completion of the contracted work

K. RECOMMENDED PRESENTATION OF PROPOSAL AND OTHER RELEVANT INFORMATION

Proposals should contain the following:

- Company Profile, including printed brochures or portfolio of past work and experience;
- Certificate of Registration of the business;
- Valid license for the required services;
- Environmental Compliance Certificates, and other evidences of the Bidder's practices which contributes to the ecological sustainability and reduction of adverse environmental impact (e.g., use of non-toxic substances, recycled raw materials, energy-efficient equipment, reduced carbon emission, etc.), either in its business practices or in the goods it manufactures – if any available;
- Statement of Satisfactory Performance from the Top 3 Clients for the past 3 years;
- CV of Key Staff;
- Duly signed and stamped Technical and financial proposal.

L. EVALUATION CRITERIA

Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Expertise of Firm / Organization submitting Proposal	20%	200
2.	Proposed Work Plan and Approach/Methodology	20%	200
3.	Qualification of Key Personnel	30%	300
	Total		700

Technical Proposal Evaluation Form 1		Points obtainable
Expertise of Firm / Organization submitting Proposal		
1.1	General Organizational Capability which is likely to affect implementation - age/size of the firm - Quality Assurance Procedure, warranty	50
1.2	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills).	30
1.3	Experience of the firm and organization	40
	Experience working with development organization or UN agencies	30
	Evaluation of the samples provided	50
		200

Technical Proposal Evaluation Form 2		Points Obtainable
Proposed Work Plan and Approach/Methodology		
2.1	Have the important aspects of the task been addressed in sufficient detail?	50
2.4	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	100
2.5	What actions to ensure sustainability and continuation of results have been incorporated into the proposal?	50
		200

Technical Proposal Evaluation Form 3		Points Obtainable
Qualification of Key Personnel		
3.1	**Key Staff (for the evaluation purposes the average score of CVs will be applied)**	Sub-Score	
	At minimum, a bachelor's degree in design, communications, or a related field	100	

	At least 5 years of experience in design	100	
	Experience in designing for UN agencies or development organizations	80	
	Demonstrated skills in working with advanced design software	50	
	Language	20	
	Total Part 3		300

Only candidate obtaining a minimum of **490 points out of 700 points** at the technical evaluation will be considered for the financial evaluation.

The financial score for the financial proposal will be calculated in the following manner:

- $S_f = 300 \times F_m/F$, in which S_f is the financial score, F_m is the lowest price and F the price of the proposal under consideration.
- (Total Financial Maximum points = 300 points);
- Total Score.

The technical score attained by each proposal will be used in determining the Total score as follows:

The weights given to the technical and financial proposals are: T= 0.7, F=0.3

The Total score will be calculated by formula: TS = T x 0.7 + F x 0.3

- TS - Is the total score of the proposal under consideration;
- T - Is technical score of the proposal under consideration;
- F - Is financial score of the proposal under consideration.

This TOR is approved by: [*indicate name of Approving Manager*]

Signature _____

Name and Designation   RICARDO GODINHO GOMES, Chief Technical Advisor

Date of Signing   24. 03. 2022