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| **Terms of Reference** **Design and Print for the Jordan Voluntary National Review (VNR)**  |

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| **Background** |
| As part of the Government of Jordan commitment to achieving the Sustainable Development Goals by 2030, it submitted its first Voluntary National Review (VNR) to the High-level Political Forum on Sustainable Development (HLPF) in 2017 and is preparing to submit its second VNR in 2022. The 2017 VNR included an ambitious roadmap for Jordan including prioritizing and mapping of SDG goals, targets and indicators, of mainstreaming SDGs into national and sub-national development strategies, plans and budgets, strengthening monitoring and evaluation and data availability. While the Government has made commendable progress in many areas despite the many challenges Jordan is facing, much remains to be done. The process of preparing the 2022 VNR therefore provides an important opportunity to take stock, to review ambitions for 2030 in the context of the impact of COVID-19 and other shocks and to set out a revised plan of action to accelerate progress towards the SDGs. The process provides entry points to make stronger linkages between various reform efforts and strategy development processes including the Government’s Indicative Executive Program 2021-2024 and those being led by the Reform Secretariat at the Ministry of Planning and International Cooperation (MoPIC) on the green recovery strategy and to ensure that the 2030 Agenda and the SDGs are at the core of these efforts.The VNR is also an opportunity to raise awareness on the 2030 Agenda and its ambition of an interconnected development agenda and leaving no one behind engaging the whole of government, civil society and development partners.Jordan Country Office UNDP would like to procure the services of a company to design and publish the 2022 VNR, panels exhibition in NY, and social media campaigns materials to support communicate VNR results and developmental impact. |
| **Duties and Responsibilities** |
| **SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE WORK**1. **A VNR report to showcase results; Design, layout and formatting up to 160 pages in two languages Arabic and English (160 for each)**
* Design and layout, formatting including cover; based on reviews of other countries’ VNR reports
* Develop a brand identity for the VNR and any other related documents and messages to be submitted to the HLPF 2022
* Design and production of as needed data visualization and graphic elements, Info graphics, boxes, charts, title pages, photos, etc. to reflect data and information available in the report, in an attractive format and presentation.
* Production of final VNR digital copy ready for print, with all related production source files.
* Support the formatting, design and branding of any other presentations and documents that will be made to the HLPF (up to 10 products)
1. **Video production and Social Media production**
* Review VNR presentations and videos prepared by other countries for innovative approaches, and present ideas for the video content and production.
* 3-4 minutes Video on the report and VNR preparation process.
* Propose and design as needed media engagement massages for selected media channels (Facebook posts and tweets, radio, etc.)
* Design and production of posters/paper (up to 10)

**Intellectual Property**All information and production of video pertaining to the assignments, as well as, outputs produced under this contract shall remain the property of MOPIC who shall have exclusive rights over their use. The products shall not be disclosed to the public nor used in whatever format without written permission of MOPIC in line with the national and International Copyright Laws.**Timeline: 12 weeks**

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|  | Deliverable | Estimated timeline (from signing the contract) |
| 1 | First draft of Initial design, layout, formatting and branding of the VNR | 10 days  |
| 2 | Design and branding of Main Messages document  | 12 days  |
| 3 | Present a social media engagement strategy and recommendations for selected media channels (Facebook posts and tweets, radio, etc.) | 20 days  |
| 4 | Production of video material and any other presentations to be submitted for the HLPF as specified in the “Duties and Responsibilities” section in this TOR | 45 days  |
| 5 |  Final Draft of VNR report in English | 50 days  |
| 6 | Production of VNR report in English as specified in the “Duties and Responsibilities” section in this TOR | 60 days  |
| 7 |  Final Draft of VNR report in Arabic | 65 days  |
| 8 | Production of VNR report in Arabic as specified in the “Duties and Responsibilities” section in this TOR | 75 days  |

**Payment will be done as following:**100% of the payment upon completing all deliverables    |
| **Competencies** |
| **Functional competencies:*** Excellent communication skills with the ability to propose designs that convey messages that are creative, compelling and generate the reflection on the topics covered.
* Excellent graphic design and creative skills
* Excellent time management (timely delivery of products) and attention to detail.
* Flexible, collaborative attitude with proven experience working with a team.
* High level of commitment to solve issues as they arise.
* Proficiency in design software
* Experience in development of statistics, charts, and social networking
* Ability to handle and interpret data
* Creative and proactive
* Ability to translate technical information in creative products;
* Respect for the principles of the United Nations Charter and the UNDP Statement of Purpose

**Core competencies:*** Demonstrate integrity by modeling values and UN ethical standards.
* Demonstrate culture, gender, religion, nationality, disability and age sensibility.
* Share own knowledge and experience.
* Constructive and enthusiastic approach to scope of work rendered.
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| **Qualifications of the successful provider** |
| Experience:* At least 10 years of relevant experience in graphic design with specific focus on reports and info graphics is required
* Demonstrated experience working with and creating materials for multilingual global audiences is required
* Demonstrated experience in data visualization and infographics is required.

 **The below documents should be submitted. Only offers containing the below documents will be considered.** * The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:
	+ Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations.
	+ Business Licenses – Registration Papers, Tax Payment Certification, etc.
	+ Latest Audited Financial Statement – income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc. ;
	+ Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;
	+ Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
	+ Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.
* Personnel involved in the work CVs, indicating all past experience from similar projects
* 5 examples of previous work including: 3 reports, 2 examples of data visualization.
* Workplan

Shortlisted companies (**ONLY**) will be requested to submit a **Financial Proposal.**The financial proposal shall specify a **total lump sum amount Evaluation process** **Proposal’s evaluation matrix** Technical Proposal Percentage: 70% as follows:

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| Summary of Technical Proposal Evaluation | Score Weight |
| 1. | At least 7 years of relevant experience in graphic design with specific focus on reports and infographics | 30% |
| 2. | Demonstrated experience working with various audiences at the global, regional and national levels – working with global audiences is an advantage | 20% |
| 3. | Demonstrated experience in data visualization and infographics and Proven experience in drafting high quality assessments and reports   | 20% |
| Total | 70% |

Financial Proposal Percentage: 30%**Contract Award**Companies obtaining the highest combined scores in the combined score of Technical and Financial evaluation will be considered technically qualified and will be offered to enter into contract with UNDP.**Institutional arrangement**The company will work under the guidance and direct supervision of UNDP and the Ministry of Planning and International Cooperation- Jordan and will be responsible for the fulfilment of the deliverables as specified above.The company will be responsible for providing the needed IT equipment needed to finalize the assignment. **Payment modality*** 100% of the payment upon completing all deliverables .
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