

Innovation Book FY 24

Terms of Reference

Background

World Vision Bangladesh is a Christian humanitarian aid, development, and advocacy organization. It's dedicated to the wellbeing of children, especially the most vulnerable children, their families, and their communities. It is committed to serving and partner with people in need regardless of religion, ethnicity, gender, and ability.

Innovation is critical for organizations wanting to meet the scale of current global challenges, increase their impact and stay relevant in a changing context. Considering the strategic objectives of WVB's innovation efforts an innovation book to capture and share the innovation ideas and its impacts with both internal and external are demanded. In FY 2024, the innovation book opened its wing to the Innovation for Development Forum members to cover their selected innovation ideas as well. Thus, it will be a blend of various innovations defined differently by different organizations and covering it in the book with its uniqueness serving the vulnerable people of Bangladesh as a community of change through social innovations.

Objective

The objectives of this assignment are

- To develop short stories out of the contents provided by WVB
- To design a book for publishing

Design requirements

Page number: 50 with front page

Page size: 11 " X 8"

Color: Only with the World Vision Brand Color (Primary color- Min 80% & secondary color- max 20%)

Design Instruction:

1. No Shadow
2. No Gradient
3. Must be eye-soothing

Scope of the Work

- Need to understand each story to come up with innovative design
- With the minimum level of guidance from WVB, the design should be done by the design house/company (WVB will share logo and branding guidelines and photos only)
- The design house must be willing to incorporate feedback on the design

Technical Proposal evaluation Criterias

1. Understanding the assignment (**10** points)
2. Three (3) samples of relevant working experience with I/NGOs/UN/private sector within last one year, link of soft copy or hard copy are accepted (**60** points)
(Total technical points/score: **70**)
3. Viva/ presentation (**30** points), the design house will be shortlisted for viva (physical or virtual) based on both technical and financial proposal score. The shortlisted design firm will be provided a content by World Vision to prepare a presentation recommending the write up style or content editing need and design.
(*Passing mark is 60% in each step*)

Deliverables

The selected vendor has to deliver the below-mentioned materials in a 128 GB nonrefundable Pendrive.

1. Ai file of the design
2. Outlined EPS file of the design
3. PDF file of the design

Feedback

The selected vendor has to accept at least 3 feedbacks after sharing the first draft design (complying all branding issues of World Vision). There will be round of meetings for clear understanding and deliverables thus the awarded firm will have to be flexible as per the need.

The applicant's firm should have the following qualities

- 2-7 years' experience to work material design for I/NGOs, UN, private sectors
- Team has degree in the field of graphics design, printing and content development
- Proven experience of innovative design
- The agency must be flexible in terms of back and forth for inputs from WVB and how fast they respond

Submission requirements

- Technical Proposal (as mentioned above – experience and design of the mentioned story)

- Financial proposal (including breakdown of costs of each activities)
- Curriculum Vitae of team members
- Tin number along with company's registration copy
- Some sample hard/soft copy of previous relevant content/design.

Duration

Start date: 08 May 2024

Design of 2-3 stories- 15 May 2024

Submission of first design- 30 May 2024

Submission of final product (if there is more feedback from WVVB)- 08 June 2024

Ethics:

- Sign on WVVB Child Protection Security and Behavioral policy protocol and SWORN statement
- Parental and child informed consent must be taken before engaging any children to any activities. Informed consent means that people have explicitly agreed to participate in the process after being informed in ways that they can understand about each of the following:
 - The purpose and expected benefits or outcomes of the child participation activity
 - The potential risks and consequences of being involved in the process
 - The time commitment and other expectations of participants
 - The ability to refuse to participate or to withdraw from the activity at any time
- For research with children, informed consent includes being informed about all of the points above, plus:
 - The methods or ways in which the data is being collected
 - The topics of information that are being collected and discussed
 - The intended use of the information, and if any information is held in confidentiality
- Child Participation Risk Assessment needs to be done before involving children in any tasks.

Payment Schedule

- 100% payment will be done after receiving materials and design PDF and Ai file. Quote the price including VAT, TAX and all other service charges. VAT and TAX will be deducted as per GOB rules and regulation.

CONTACT DETAILS (Any queries regarding TOR/Technical Queries)

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