**TERMS OF REFERENCE**

**Production of Annual Report (Designing and Printing)**

Position: Consultancy (Company/Agency/Idividual)

Duration of Assignment: 01 May 2024 to 31 August 2024

1. **Background**

ActionAid (AA) is a global justice Federation working with over 15 million people in 45 countries to achieve social justice, gender equality and poverty eradication. Around the world, AA works to strengthen the capacity and active agency of people living in poverty and exclusion, especially women and young people, to assert their rights. We work directly with communities, with people’s organisations, women’s movements, groups and networks, social movements and other allies to overcome the structural causes and consequences of poverty and injustice.

1. **Objective of the task**

The aim of developing the Annual Report of ActionAid Bangladesh is to project the achievements, learnings, and activities of its programmes and projects from the year 2023. The consultant will be responsible for designing, editing and proof reading of Annual Report.

This annual report will be a knowledge product for the AAB. The report will be in English.

1. **Theme of the Annual Report**

Probable themes for the Annual Report at below:

* Rooted Justice and Transformation
* Collective action for rooted justice
* In the quest of rooted justice

We will select any one them for our Annual Report theme and title.

1. **Scope of the services for annual report**

The consultancy company/agency/consultant will be commissioned for the following specific responsibilities which include, but are not limited:

* Develop and share a complete plan of the task with timeline and present all the logical ground of the plan and design.
* Taking up the whole visual presentation responsibility for the annual report
* Generate and execute creative design/ illustration[/ data visual presentation ideas for the annual report including cover, inner page layout, and design and finalise the most suitable one in consultation with ActionAid Bangladesh.
* Generate and execute unique design, drawing, illustrations, Infographics, and data visualization for different chapters of the report.
* Designs can be inspired by but limited to minimalistic art approach, different art patterns, forms, and media such as – Watercolor, pastel color, oil paintings, folk art, rikshawpaint, or Caricature style
* Proof reading.
* Follow the organisation’s branding guidelines.
* Incorporate all the feedbacks from AAB before finalising the report.
* Deliver the final version of soft copy of annual report for printing.
* Support modifying the designs and resources for the digital version.

1. **Product Specification for Print Version of Annual Report**
2. Size: 8.5”X8.5” (Changeable based on discussion between AAB and consultant)
3. Number of pages: 150 (75 leaves, about 42 pages are of Financial Report)
4. Multi Colour
5. Matt, spot leminaiton (if required) and die cutting lamination for cover and inner pages (primary idea)
6. **Responsibilities of the Signing Parties**
7. **ActionAid Bangladesh:**

* Sharing the vision and expectations concerning annual report.
* Provide relevant all resources including photos, story and data for developing the annual report and regular feedback concerning the outline, and design.
* Finalising the design template.
* Provide support in formulating the narratives in alignment with AAB agenda and guide according to the branding guideline.
* Provide timely feedback on the draft outline and help to finalise the publication as per AAB’s Printing and Publication Committee (PPC) guidelines.
* Provide any additional support as required.

1. **Consultancy Company:**

* Generate different artistic design template ideas for the annual report 2022 according to the theme
* Generate trendy designs for different chapters of the report
* ­­Desigining full annual report
* The consultancy agency will coordinate the entire process of outlining, designing and copy editing the annual report.
* Will incorporate the feedback carefully.
* Will proof read the annual report.
* The consultancy agency will work as a team with AAB for this project and will attend annual report related meetings (online and offline) when required.
* Share AI version of the report (high and low resolution).
* Share PDF version of the report.
* Will have to follow the timeline.
* The design should be completed within 15 days after finalising the templates (this timeline won’t consider the weekend).
* Support for digital version.

The consultancy company will be responsible for the delivery of the final version report to the AAB management within 05 June 2024.

1. **Action plan and timeline**

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| --- | --- | --- |
| **Sl** | **Particular** | **Deadline** |
| 1 | Study the concept, reports and resources | May to June |
| 2 | Generate design template ideas |
| 3 | Finalise the design template |
| 4 | Submission of 1st draft by consultancy agency/company/consultant |
| 5 | Inputs and feedbacks from AAB |
| 6 | Submission of 2nd draft by the consultancy agency/company/consultant |
| 7 | Inputs and feedbacks from AAB |
| 8 | Submission of 3rd draft by the consultancy agency/company/consultant |
| 9 | Inputs and feedbacks from AAB |
| 10 | Submission of 4th draft by the consultancy agency/company/consultant |
| 11 | Inputs and feedbacks from AAB |
| 12 | Submission of 5th draft by the consultancy agency/company/consultant |
|  | \*\* Minimum 5 times of receiving feedback, it could be more |
| 13 | Proof reading |
| 14 | Review and final check by AAB |
|  | Consultancy company will submit final report (AI and PDF) |

1. **Requirements for submitting the proposal**

The proposal will be assessed on the basis of a comprehensive scores on Technical and Fnancial proposals

**The Technical proposal should include-**

* Brief of relavent experiences
* Company profile with list of relavent experts
* Relevant work sample of print and soft version of annual report or any other relevant report.
* Draft design layout both print (proposed)
* A Gantt chart of deliverables (proposed)
* Team profile including info of incharge and designer

**The Financial proposal should include-**

* Price quotation for desiging the annual report and it should be detials

1. **Scoring criteria**

* Relevant Working Experince: 20%
* Creativity: 40%
* Technical proposal: 20%
* Financial proposal: 20%

1. **Consultant’s Qualifications**

**Functional Competencies**

* The consultantancy agency/company/consultant should have educational background on graphic desining (professional course on graphic desiging)/ multimedia/ social science/ fine arts.
* The consultant should have expertise of art/illustrations and English content editing.
* The consultant should have the experience on desktop publishing.
* At least 3 years of professional experience on desiging developing annual report and publications.
* Experienced on printing and publications.
* Must have good knowledge on printing publications.
* Must have good understanding and in-depth knowledge of AAB’s Programs and activities.
* Ability to rapidly conceptualize new ideas, and express complex information in a simplified accessible way for nontechnical audiences.

**Behavioural Competencies**

* Ability to be flexible and respond to changes as part of the review and feedback process.
* Ability to work under tremendous pressure and meet the deadline.
* Strong interpersonal skills, able to communicate and work with diverse people.
* Participate effectively in team-based, information-sharing environment, collaborating and cooperating effectively with others.
* High ethical standards and commitment to the values of mutual respect, transparency, equity and justice, solidarity and humility.
* Focus and result oriented.

**ActionAid Bangladesh Code of Conduct**

The consultant will follow ActionAid Bangladesh’s Code of Conducts which are given below.

* Consultant must adhere to a) Child Protection Policy, b) Anti Sexual Harassment policy, c) Prevention of Sexual Exploitation & Abuse (PSEA) Policy and d) Sponsorship policies and procedures of AAB.
* If any amount of consultant’s expenditure is disallowed by internal auditor/ representative of AAB or external auditor for misappropriation of project fund, fraud or any other irregularity, PO should be bound to refund the amount to AAB from PO’s general fund as and when the situation arises.
* The consultant must adhere to the Money Laundering Prevention Act-2012 and Anti-Terrorism Act-2009 (amended as on 2012 & 2013) of Bangladesh Govt.

1. **Contract Period**

This contract will be effective from 01 May 2024 to 31August 2024.

1. **Payment**

VAT and Tax will be deducted from source as per rules and regulations of GoB unless the vendor produced evidence of the TIN. If the vendor provides evidence then, the entity will be responsible for making the payments associated with Tax to the Government of Bangladesh and provide the copy of the receipt to AAB.

AAB will pay the amount in favour of the vendor through Bank transfer or A/C Payee Cheques. Payment will be made only after the successful delivery of the deliverables mentioned in section “J”. No advance will be payed in this regard.

1. **Deliverables:**
2. Final design file of the report (AI & PDF).
3. Support for digital version
4. **Reporting to**

**Shabbir Rahman**

Manager- Communication, ActionAid Bangladesh

And

**Asha Alamgir**

Senior Officer, ActionAid Bangladesh

1. **Expiry of Agreement and Negotiable Flexibility**

There will be an agreement between AAB and the consultancy firm for the mentioned period. The Agreement will be invalidated after expiry of duration unless further extension is made by AAB. AAB also reserves the rights to amend or change or cancel the agreement at any stage.

In the event of a major natural disaster, war or major civil or political unrest this agreement may be renegotiated and jointly revised between the two parties recognising any consequent changes in the environment for implementation.

1. **Reserve the Rights**

AAB reserves all the rights to reject any proposal or cancel the proposed activity without showing reasons.

1. **Confidentiality Action Plan**

The output produced by this assignment will be treated as AAB and consequently confidential. So, the above-mentioned output or any part of it cannot be sold, used, or reproduced in any manner by the assigned organisation / individual without prior permission from AAB.

1. **Application Process**

**Interested consultant or consultancy firm can apply for the following tasks.**

* **Designing of Annual Report 2023**

**Please note that financial proposal should be in details.**

**Submission of the Proposal**

Interested Consultant(S)/Consultancy Agencies are requested to submit their Technical and Financial Proposals through **e-mail**. [**aab.jobs@actionaid.org**](mailto:aab.jobs@actionaid.org)

Interested Consultant(S)/Consultancy Agencies should include the name and detail contact address of the consultant/team. Detailed CVs of the team members should be included in the annexure of the technical proposal.

The **deadline** for submission of the **Proposa**l is **Tuesday, 30 April 2024**.