**Terms of Reference**

**Graphic Design Contract**

2 month contract (1 November – 31 December 2020)

**Plan International**

Plan International Bangladesh is an independent development and humanitarian organization that advances children’s rights and equality for girls. Plan International envisages a world in which all children and young people realize their full potential. We believe in the power and potential of every child. Plan International’s new Global Strategy aims to transform the lives of 100 million girls by implementing an integrated programme and influence approach.

Plan International Bangladesh has a strong presence in Cox’s Bazar established in 2017, with a main office located in Cox’s Bazar, two field offices in Ukhiya and Teknaf, and two warehouses. Total staff strength is 180 (5 international and 175 national). Total value of our current Cox’s Bazar programme (including 9 active grants) is about 11 million Euro. We work in the education and child protection sectors, with gender and youth engagement as cross cutting priorities.

**Project Overview:**

On March 24 2020, the government declared Education as non-essential in the Rohingya refugee camps, nearly 6,000 education facilities across the camps have closed for the foreseeable future, denying over 325,000 children (of which, 49% are girls) and adolescents aged 3 to 18 years, access to education. These students are missing vital learning opportunities and have had their social support systems further disrupted. Moreover, without access to learning facilities – and in isolation – there is little scope to provide clear communication messaging, psychosocial support to both students and educators, as well as meet their social-emotional needs or provide life skills education.

Teachers, parents and caregivers lack the tools and strategies to home-school their children without structured guidance, while also ensuring children’s safety, security, and physical-mental wellbeing. Rohingya caregivers/parents, mostly with low educational attainment, do not have experience in distance schooling, and will struggle to support their children’s learning. Additionally, the mental and psychosocial wellbeing of children during this stressful time will be compromised. Girls will become more vulnerable to exclusion, more isolated without access to their usual peer networks or community-based learning opportunities, and more susceptible to gender-based violence. Children who experience learning and/or physical challenges will face additional difficulties through further lack of support, frustration at home, and the discontinuation of positive outlets.

**PROPOSED ECW-SUPPORTED INTERVENTION STRATEGY:**

The goal of the Education Sector is to ensure continued learning and psychosocial wellbeing for children during the Covid-19 pandemic and create a conducive environment for the resumption of teaching and learning for children affected by the COVID-19 outbreak.

**Objectives of the Partnership:**

Aims at reaching 62.500 learners in the camp (ages 10-18), 2,000 facilitators (camp), 25 secondary schools (host community) both girls and boys including youth in school, and in non-school based settings with the ECW grant. This target will also cover, most importantly, 1,500 children living with disabilities.

Under Output 2, PIB will develop and distribute awareness materials and trainings under a “back-to-school” campaign to support safe return to education for children who are currently out of school as a result of COVID-19 restrictions, girls in particular, through the reopening of learning centres in the camps and schools in the host communities and the implementation of safety measures/protocols. The campaign will have a special emphasis on highlighting the challenges and the risks faced by girls during the COVID-19 pandemic and encourage stakeholders to re-engage all girls in returning to learning, capitalizing on Plan International’s global expertise in girls-focused programming. Adolescent girls (ages 10-18) will be engaged in the design of campaign materials to ensure the messages are created by girls themselves through focus group discussions. Campaign materials will include posters or banners in digital and print format. Campaign materials will be inclusive of CWD, making special note of the reopening considerations for ensuring currently enrolled CWD return to school after it is reopened.

**Scope of work**

The assignment will include the following activities:

* Develop a set of awareness materials (images and designs for use on posters, banners, and other print or digital materials) under a “back-to-school” campaign for children who are currently out of school as a result of COVID-19.
* Incorporate feedback from girls and communities on the risks and challenges faced by girls during the COVID-19 pandemic

1. **Expected competency of Consultant**

* Prior graphic design experience, particularly in designing advertising, advocacy, or campaign materials
* Experience using primary materials (messages, pictures, feedback, etc.) in the creation of graphic design

1. **Deliverables and timeframe**

The total duration of this assignment will be two months, 1 November to 31 December 2020.

Deliverables for two months:

* Set of 12-18 graphic designs (images) for “Back to Learning” messages to be printed on posters, stickers, or shared digitally, based on the messaging provided by Plan International
* The graphic designs/images will use text to convey the message, as well as some colorful, eye-catching illustrations, to be designed in consultation with PIB based on the materials provided.
* PIB will provide messages as well as some photos and community feedback about the messages to inform the design of colorful, engaging images conveying the messages.
* Materials will be provided in a digital format (high resolution and in different formats such as eps file, jpg or pdf file) for use by PIB
* At least one or two sample of materials with detailed specification will be provided by the partner (so that PIB can go for printing)

Timeframe for major deliverables:

|  |  |
| --- | --- |
| **Deliverables / milestone** | **Deadline** |
| Inception report covering detail work plan with timeline | 1 November 2020 |
| Initial workshop with key staff members to review all primary materials (photos, text, concept) | 3 November 2020 |
| Submission of all first draft designs (Additional meetings between 3 November and 29 November to answer questions may be held) | 29 November 2020 |
| Validation of all graphic design – reviewed and returned by Plan | 3 December 2020 |
| Submission of the final images | 22 December 2020 |
| Submit final report after incorporating feedback (if any) | 30 December 2020 |
| **Total months** | **2 (**1 November -31 December 2020**)** |

1. **Mode of payment**

The payment will be made in three instalments:

|  |  |  |
| --- | --- | --- |
| **Instalments** | **Percentage** | **Timeline** |
| First instalment | 30 | Agreement signed and acceptance of inception work |
| Second instalment | 30 | After receipt and review of all first draft sketches and drawings |
| Final instalment | 40 | Upon submission of the final illustrations |

1. **Preparation of proposal**

The proposals includes two parts:

* + Portfolio with examples of previous work

The portfolio should include at least 5 examples of previous designs created to convey key messages or for advertising, campaigning, or advocacy purposes.

* + Financial proposal

The financial proposal should clearly identify the item wise summary of the costs for the assignment with a detailed cost breakdown. The budget should not contain income tax as a separate heading; this should be combined with the other expenditures as it will be deducted from the source. Income tax and VAT can be included in the budget as per government regulation. The organisation will deduct VAT and Tax at source according to the GoB rules and deposit the said amount with the government treasury. The consultant is expected to provide a justified budget, which is consistent with the proposed activities.

1. **Penalty Clause:**

The partner is expected to provide services within the stipulated period and submit the final illustrations in line with quality requirements outlined in section 7. If the quality is not maintained as outlined in section 2, Plan International Bangladesh will deduct 5% of the total agreement amount. If for any reason, the partner cannot deliver services within the stipulated time, the consultant/consulting firm must inform Plan International Bangladesh, giving adequate notice and with a valid and acceptable explanation. Failing to meet this requirement may evoke a penalty clause at the rate of 1% for each day that there is a delay.

1. **Contact person(s):**

For any technical issues, related to the project and the assignment please contact:

Israt Jahan Sumi, [israt.sumi@plan-international.org](mailto:israt.sumi@plan-international.org)

For financial issues, report submission, or contract questions, please contact:

Shahidul Islam, [Shahidul.islam@plan-international.org](mailto:Shahidul.islam@plan-international.org)

1. **Child Protection Policy:**

The Company shall comply the Global Policy Safe Guarding Children and Young People of Plan International Bangladesh (attached Annexure-A). Any violation /deviation in complying with Plan International’s Global Policy Safe Guarding Children and Young People will not only result-in termination of the agreement but also Plan International will initiate appropriate action in order to make good the damages/losses caused due to noncompliance of Plan International’s Global Policy Safe Guarding Children and Young People.

1. **Award of contract:**

The consultant is expected to commence the assignment within one week of signing the contract.