



Terms of Reference (ToR) for Corporate communication materials development

Introduction

SNV Netherlands Development Organization is implementing City Wide Inclusive Sanitation Engagement (CWISE) in Southern Bangladesh under the leadership of Local Government Authorities (City Corporations and Municipalities) in first and second phase. Over the past 5 years, the program has successfully developed a multi stakeholder coordination mechanism at the local level under the leadership of Local Government Institutions, bringing together local authorities, utility, national agencies, universities, private sector and civil society around urban sanitation. To engage with large amount of audience the project needs documentation that includes training manual and guidelines for proper implementations.

Rational

The implementation of Urban Sanitation Programme, SNV Netherlands Development Organizations creates positive impacts in the community and among its stakeholders. Studies and communications materials visualize the impacts lead to create credibility and evidence based footprints.

Established brand and position of the organization build substantial relationship among the stakeholders. Branded Corporate Communications materials like notebook, pen, and mug help organization to install the brand to its core stakeholders.

Assignment Overview

1. Show samples of pen, mug, folders, notebooks etc
2. Collect information and design
3. Incorporate SNV branding in the corporate materials.
4. Printing high quality corporate materials

Objectives

Producing corporate Communication materials; folders, pens and mugs production.

Deliverables

SL	Name	Key tasks	number	Approx. Cost (BDT)
1	Pen	Assignment details: The agency will show some sample and programme will choose one. The agency will; <ol style="list-style-type: none"> 1. brand 'SNV's Urban Sanitation Programme' 2. Print pen Condition: All the task will be done by agency. <p>Specifications: Samples will be provided by agency</p>	500 pen	
2	Mug	Assignment details: The agency will show some samples of mug and programme will select one. The assignment will include <ol style="list-style-type: none"> 5. Show samples 6. Collect information and design 7. Branding 	300	
		8. Printing mug Condition: All the task will be done by agency. Specifications: Samples will be provided by agency		
3	Folder - Urban Sanitation Programme	Assignment Details <ol style="list-style-type: none"> 1. Show samples and page quality 2. Conceptualizing design 3. Printing Condition: Will be developed by agency <p>Specification Hight-12 inch Width-9 inch Paper-400gsm, glossy, spot lamination Lower pocket-both side</p>	300	
4	Folder for Gazipur Office	Assignment details <ol style="list-style-type: none"> 1. Conceptualizing and designing in discussion with project staff 2. High quality printing Condition: Will be done by agency Hight-12 inch Width-9 inch Paper-400gsm, glossy, spot lamination Lower pocket-both side	750	

Qualifications and requirements

1. The agency will have minimum 5 years' experience in graphic designing, content generation, conceptualization and producing corporate communications materials.
2. The agency should have capacity on generating creative, eye-catching, crispy, concise contents. Most importantly, we expect self-generated creative content ideas rather instructing.
3. The agency must have the mind-set to receive frequent feedback from organization and ready to comply with organizational branding guidelines.
4. The agency must have a full setup of established printing house.
5. The agency must have readily available samples of high quality pens, mugs, notebooks, brochures and folders to demonstrate.
6. Availability throughout the duration of the project is a must.
7. Excellent coordination and communication skills.
8. Familiarity with development processes, the WASH sector and/or FSM services is a plus.

Target Audience

1. City corporation and Paurashava staff including mayors
2. Relevant government officials
3. International staff of SNV
4. Local Staff of SNV

Duration of assignment: 30 working days from the day agreement signed with SNV.

Mode of Payment

Milestone	Payment	Schedule
Upon Signing of the Contract	25% of the total budget	
Upon Final submission of 2 assignments	40 % of the total budget	After 10 working days from the day the contract signed
Upon Final submission of 2 assignments	35 % of the total budget	After 20 working days from the day the contract signed

Interested agencies are requested to submit their technical and financial proposals below Electronic copy of the proposal duly signed should be submitted to bangladesh@snv.org with the subject line: High quality printing for City Wide Inclusive Sanitation Engagement latest by **17th November 2019**. If you have any question related to ToR, please write Masud Rana, mrana@snv.org