

**TERMS OF REFERENCE**  
**INSTITUTIONAL CONTRACT**

Section:	Communications	Date:	December 2022
Title:	Graphic Design services	Duty station:	Lebanon
Reporting to:	Communication Specialist	Contract type:	LTA
Duration:	3 years	Start date:	March 2023

Section	Content
<b>Background</b>	<p>UNICEF has a presence in Lebanon since 1948 providing key assistance in health, water and sanitation as well as demining in many parts of the devastated country.</p> <p>The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does. Emphasizing the most disadvantaged and excluded children and families. UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. UNICEF is guided by the Convention on the Rights of the Child and strives to establish children's rights as enduring ethical principles and international standards of behaviour towards children.</p> <p>The compound crisis affecting the country has significantly increased the needs of multimedia content production, as well as tailored designed packages depending on the audience and objectives. Accordingly, the graphic design services are needed to cover production needs for different audiences be it media outreach, digital communication, donor engagement, events, brand building, field visits, reporting and any other activities. Therefore, UNICEF Lebanon is seeking for graphic design agencies to design communication and advocacy assets.</p>
<b>Purpose and Objectives</b>	<p>Within the scope of UNICEF's mandate and interventions the Lebanon Country Office launches each year a number of campaigns and special projects for which the organization requires:</p> <p>Creative and Design Services (products, projects): conceptualization of multidisciplinary graphic design services for the promotion of specific UNICEF products, projects, reports and other services related to design and branding.</p>
<b>Reporting Requirements</b>	Graphic Designer will be reporting to the Communication Specialist.
<b>Scope of work</b>	<p>To engage with UNICEF on this scope of work, the contract holder would be expected to:</p> <p>Conceptualize and create specific graphic design assets including infographics/fact graphs for print and digital, to communicate key messages around specific topics, including but not limited to UNICEF programmes and campaigns.</p> <p>Layout and design reporting, information, and communication material (banners, posters, booklets, leaflets, books, calendars, bulletins, reports and infographics, animated presentations, motion graphics) for printing and electronic distribution.</p> <p>Clear offline and final edits of all materials with UNICEF prior to production.</p> <p>Finalize approved versions of materials according to the schedule agreed with UNICEF, delivering hard copy and electronic copies to UNICEF.</p> <p>Scope of tasks to be covered in the TA with the institution or individual consultant as described in the objectives: Creative and Design Services (products, projects). Depending on the required activity, these tasks could be requested together as part of a comprehensive campaign or individually.</p>
<b>Qualification Requirement</b>	<p>Proven experience in designing below the line products including reports.</p> <p>Experience with UN Agencies is an asset.</p> <p>Bidders are required to provide Profile and Portfolio of work as part of the technical proposal for evaluation.</p>

<p><b>Payment schedule</b></p> <p><b>Pricing:</b></p>	<p>Against invoice for services rendered</p> <p>The financial schedule is based on a daily rate per person who are involved in the above activities. The financial bid should specify the allocated time to complete the job: Graphic designer Rate per day: USD XXXXXXX</p>			
<p><b>Timing:</b></p>	<p>The duration of the LTA if with an institution is anticipated for 3 years and might be extended by 2 additional years, upon satisfactory performance and the ongoing need for such services.</p>			
<p><b>Technical &amp; financial Offer</b></p>	<p>Technical offer is composed of 70 points. Passing mark 49 points. Bidders are requested to submit a portfolio and the company staffing structure:</p> <p>Technical Evaluation Criteria:</p> <table border="1" data-bbox="316 712 1532 1323"> <tr> <td data-bbox="316 712 922 1323"> <p><b>Technical Expertise (55 points):</b> The below criteria will be taken into consideration when evaluating the portfolio: Each will be evaluated for creativity (20 points), innovation (15 points) and technical proficiency (20 points). Relevant work experience with the United Nations or Humanitarian organizations and NGOs. <b>(10 points).</b> (up to 2 projects/initiatives = 5 points / up to 5 projects /initiatives = 7 points / more than 8 projects /initiatives = 10 points)  -Completeness of technical submission = 5 points</p> </td> <td data-bbox="922 712 1532 1323" style="text-align: center; vertical-align: top;"> <p>70</p> </td> </tr> </table> <p>Only bidders obtaining the minimum pass mark in the technical evaluation (49 points) will be considered for the financial evaluation. Financial evaluation is composed of 30 points. The lowest financial offer will obtain 30 points.</p>		<p><b>Technical Expertise (55 points):</b> The below criteria will be taken into consideration when evaluating the portfolio: Each will be evaluated for creativity (20 points), innovation (15 points) and technical proficiency (20 points). Relevant work experience with the United Nations or Humanitarian organizations and NGOs. <b>(10 points).</b> (up to 2 projects/initiatives = 5 points / up to 5 projects /initiatives = 7 points / more than 8 projects /initiatives = 10 points)  -Completeness of technical submission = 5 points</p>	<p>70</p>
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