

Call for Proposal/Graphic Designer

Project Title	Building Awareness on Governmental Anti-Corruption efforts and the role of the National Anti-Corruption Commission in the Educational Sector in Lebanon ('GIZ')
Activity Number	<p>Act 3.2.2 Launch via Ekhbar a student-led access to information campaign through sending 8 information requests to 4 selected municipalities &/or public administrations.</p> <p>Activity 3.2.4: Launch via Ekhbar a student-led social media campaign on the International Access to Information Day</p> <p>Act 3.2.3 Students develop a monitoring report on the level of implementation of the Right to Access Information law in 4 selected municipalities &/or public administrations for submission to the NACC.</p> <p>Activity 3.3.2.: Launch via Ekhbar a student-led social media campaign on the International Whistleblower Protection Law</p> <p>Act 3.3.1 Establish a referral mechanism between Students and Ekhbar to resolve issues related to Access to Information Law</p>

1. Entity Background

About Transparency International - Lebanon (TI-LB):

Transparency International Lebanon (TI-LB) is Lebanon’s leading advocate for transparency, accountability, and good governance. Since 1999, TI-LB has been on the front lines of the fight against corruption, working to strengthen institutional integrity across Lebanon’s public and private sectors. As the national chapter of Transparency International, we believe in more than just envisioning a corruption-free society—we are actively making it happen by driving change, empowering citizens, and holding institutions accountable.

With a people-centered approach, TI-LB tackles corruption from multiple angles, guided by a robust Impact Matrix that emphasizes three core areas: Policy & Institutional Change, Behavior Change, and Awareness & Outreach. We operate as a guiding thread and conveying channel between international organizations, civil society, and citizens, creating a chain of dialogue and collaboration that promotes a participative approach to anti-corruption efforts. This continuous exchange of information fosters transparency ensures well-informed communities, and bridges gaps between global standards and local needs.

To achieve meaningful, lasting change, TI-LB builds robust, long-term partnerships with a network of dedicated national, local, and international organizations working across Lebanon.

These partnerships enhance our strategic reach, propelling TI-LB to deliver anti-corruption initiatives that are both globally aligned and locally impactful. By combining international standards with deep community engagement, we ensure that our programs not only meet global benchmarks but are also highly responsive to Lebanon’s unique governance challenges and diverse community needs.

2. Project Background

“Building Awareness on Governmental Anti-Corruption efforts and the role of the National Anti-Corruption Commission in the Educational Sector in Lebanon” project brief

Funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the project overall goal is to build awareness on governmental anti-Corruption efforts and the role of the National Anti-Corruption Commission (NACC) in Lebanon.

The Project’s key objectives are:

- (1) Increased capacity of youth in vocational training and private universities to fight corruption in the public sector and empowering the role of the NACC.
- (2) Increased Awareness about the “Fighting Corruption in the Public Sector and the Establishment of the National Anti-Corruption Commission” law amongst educational system professionals (private and vocational).
- (3) Improved enforcement of the Right to Access Information law through youth advocacy and empowerment of the NACC issuing decisions in favor of its implementation.

The project’s target audience is primarily the educational sector, specifically private university students and professors, as well as vocational school students and teachers.

3. Scope of Work

TI-LB is seeking a creative and detail-oriented graphic designer to support two youth-led social media campaigns focusing on the Whistleblower Protection Law and the Access to Information Law. The objective of these campaigns is to enhance awareness among youth and the general public about anti-corruption laws, their implementation, and the role of the National Anti-Corruption Commission (NACC).

The graphic designer is required to create approximately **64 visuals** divided into 4 activities (mentioned above). The visuals are to be prepared in the Arabic and English languages, while ensuring that all visuals adhere to TI-LB's social media branding guidelines. As such, the designer needs to maintain regular communication with TI-LB’s communications team and respond to feedback promptly and make necessary revisions to deliverables as required.

University students are currently preparing a social media campaign on the Whistleblower Protection Law and the Right to Access to Information Law. The Whistleblower Protection Law has approximately **13 visuals**, while the Right to Access to Information Law has approximately **29 visuals** (including both languages). The content will be provided by TI-LB as well as the translation. In addition, the graphic designer is also responsible for designing **1 report** in both

languages and creating around **20 visuals** from the report in both languages (10 visuals for each language). Furthermore, the designer also needs to design **1 referral SOP** in both languages.

The graphic designer will not be responsible for:

- Developing the campaign content or materials (these will be provided by TI-LB).

The **objective** is to improve the knowledge of the youth and the general public in the anticorruption legal framework, its implementation, and the **role of the NACC, the Right to Access to Information Law, and the Whistleblower Protection Law.**

Duration of the Deliverables:

The duration to deliver the task is 2 months with the final deliverables due March 31, 2025:

- Deliver final visuals for the **Whistleblower Protection Law Campaign** by Mid-February 2025, **allowing** for the campaign launch afterwards.
- Deliver final visuals for the **Access to Information Law Campaign** by **mid-March 2025**, ensuring the campaign launches promptly afterward.
- The other materials are to be developed along the way and their deadlines will be mentioned afterwards.

Targeted Impact:

The Social Media Campaigns

- Raise awareness about and enhance public understanding of the anticorruption legal framework and its implementation in Lebanon.
- Cover specific anti-corruption laws and their significance, including: The role of the NACC in anti-corruption efforts; The Right to Access to Information Law; The Whistleblower Protection Law in Lebanon.
- Strengthen the knowledge regarding the Right to Access to Information Law in Lebanon, the International Principles on ATI, and the necessary procedures taken to request information.
- Strengthen the knowledge regarding the Whistleblower Protection Law in Lebanon, the different protection mechanisms, procedures to report corruption cases, and the tools available.
- Break down complex legal terminologies into simplified, youth-friendly language to ensure comprehension by the general public

Deliverables

- Posts, infographics, SOP Referral and report will be created and published in **both Arabic and English** to ensure accessibility to a broader audience.
- The Whistleblower Protection Social Media Law Campaign has around 20 visuals and the Access to Information Law Campaign has around 26 visuals.
- One report to be designed with 20 visuals to be developed from it in both languages.
- One referral SOP Design

Memo No. 486/AD

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- Revisions and adjustments based on feedback from TI-LB's communication team ensuring the final materials meet expectations
- Fully polished and ready-to-use materials in suitable formats for social media (e.g., JPEG/PNG for images, PDF for infographics).
- All deliverables reflect a **youth-led approach**, with visuals designed to be engaging, dynamic, and accessible for the target audience.
- All visuals will be posted by **TI-LB** across three social media platforms
- All visuals will adhere to the **TI-LB** visual identity, ensuring consistency in branding and messaging across social media platforms.

Duties and Responsibilities:

The selected graphic designer will be tasked with:

- Developing all visuals primarily in Arabic, ensuring accessibility and cultural relevance.
- Creating all additional content (posts, infographics, referral, and report) in both Arabic and English to enhance inclusivity and ensure clarity.
- Providing both **raw materials** (editable files) and **finalized materials** to the TI-LB team for review and archiving.
- Ensuring timely submission of all deliverables in line with the agreed timelines for both campaigns.
- Ensuring that all visuals align with the **TI-LB visual identity** on social media platforms, maintaining consistency in design, colors, logos, and overall style.
- Designing visuals that clearly and effectively convey concepts of **good governance**, **transparency**, and **anti-corruption** to the target audience, with a focus on **youth engagement**.
- Working closely with the Communication Team to ensure that deliverables meet expectations and align with campaign objectives.
- Responding promptly to feedback and incorporate necessary revisions to maintain the quality and effectiveness of deliverables.
- Ensuring that all visuals and videos are of high quality, technically sound, and ready for social media dissemination.
- Tailor the visuals to resonate with a **youth-led perspective**, emphasizing creativity and relatability.
- Designing and creating bilingual artworks for social media usage, based on communication team guidance and available content.
- Editable files are the courtesy of TI-LB, and they shall be handed in separately from the deliverables for all deliverables.

4. Required Competencies:

General Requirements:

- The selected candidate must have a good experience in digital and print design, with a proven ability to create engaging visuals tailored to diverse audiences.
- Must demonstrate the ability to **collaborate effectively** with project stakeholders, including the **communication team**.

- Strong **organizational and coordination skills**, with a track record of managing multiple deliverables within tight deadlines.

Note: The portfolio is required.

Context/Specific Skills, Knowledge, and Experience:

- Proven track record of delivering high-quality visuals and social media posts.
- Proficiency in graphic design and video editing tools such as Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, etc.).
- Familiarity with Lebanon’s cultural and social context, ensuring that visuals are culturally relevant and effective.

Selection Criteria:

- A **portfolio** showcasing similar work is mandatory for consideration.
- Proficiency in design tools.
- Knowledge and ability to balance innovation with functionality.

5. How to Apply

Interested candidates are encouraged to send the following documents to procurement@transparency-lebanon.org , with “TI-LB – Graphic Designer” in the subject line, including:

- CVs.
- Detailed proposal for the visuals with time frame.
- Portfolio.
- Relevant Financial Proposal that includes all costs related to the provided services
- Legal Documents including Commercial Registry, Financial Certificate (MOF Number), VAT Number (if available), or any other relevant document.

- **Type of Call:** Call for Graphic Designer
- **Intervention Sector(s):** Capacity Building
- **Deadline of the call:** February 10, 2025
- **Duration of Contract:** 1 month till March 31, 2025
(The duration might be changed based on the situation)