

TERMS OF REFERENCE

Consultancy for designing communications materials

1. BACKGROUND & RATIONALE

Winrock International, a USA headquartered not-for-profit business, is currently developing projects with the Government of Vietnam that aim to *'to help accelerate Vietnam's transition to climate-resilient, low-emission sustainable development'* in selected provinces and urban areas. Winrock will be providing technical assistance for the promotion of climate-smart, low greenhouse gas emissions planning and actions in a diversity of sectors.

A critical enabling condition for implementation of national policies on Green Growth and Climate Change (CC) will be enhanced levels of awareness and knowledge on the causes of climate change; the evolving consequences and impacts on a diversity of economic and social sectors; challenges for adaptation; and climate smart, green-growth, and emerging climate finance opportunities.

Winrock International is seeking an experienced and professional consultant team/company to design communications materials for the USAID-funded Vietnam Forests and Deltas Program.

2. SPECIFIC OBJECTIVES AND SCOPE OF WORK

The communications materials should follow the USAID branding and marking plan and build a strong visual identity for the Program that invariably excites and captures the attention of the target audiences.

The communications team will

- Work on the layout of the materials, including the provision of photos with copyrights, which content will be provided by Vietnam Forests and Deltas Program
- Discuss and get approval from the Program on the proposed layouts, and finalize

All communications materials, before being finalized, to be produced should be tested with the target audiences, and modified for its appropriateness.

3. OUTPUTS AND DELIVERABLES

No	Name of the material	Description	Specification
1	Brochure	<ul style="list-style-type: none"> • Introduction about Program's components and activities • 2 versions in English and Vietnamese • Vietnamese version to be printed out • Front and back cover pages: Photo with text of Program name, contact, logo, slogan • 6 inside page: Text (200-250 words/page), photos and maps (maps to be provided by Vietnam Forests and Deltas Program) • Around 15-20 high resolution photos with copyrights in the theme of forest, deltas, livelihood, local people (men, women, children), and natural disasters to be 	<ul style="list-style-type: none"> • 8 A5 sized pages, binded • Printed version (in color): Cover pages printed on couche matte paper (150gsm), inside papers printed on couche matte paper (150gsm) • Around 2000 copies

		provided by the consultants for the layout of the materials	
2	Vision document	<ul style="list-style-type: none"> • Climate change fact in the province and strategies • Total of 8 different documents (each available in both English and Vietnamese) for 4 different provinces • 8 Vietnamese versions to be printed out • Front and back cover pages: Photo with text of document title, contact, logo, slogan • 14 inside page: Text (200-250 words/page), photos and maps (maps to be provided by Vietnam Forests and Deltas Program) • At least 6 high resolution photos with copyrights in the theme of forest, deltas, livelihood, local people (men, women, children), and natural disasters to be provided by the consultants for the layout of the materials • Maps to be included and provided by the Program 	<ul style="list-style-type: none"> • 16 A5 sized pages, binded • Printed version (in color): Cover pages printed on couche matte paper (200gsm), inside papers printed on couche matte paper (120gsm) • Around 500-1000 copies per each document
3	Vertical banner	<ul style="list-style-type: none"> • Each banner feature short text (eg. Name of the Program or slogan) in both English and Vietnamese • 12 – 20 high resolution photos with copyrights in the theme of forest, deltas, livelihood, local people (men, women, children), and natural disasters to be provided by the consultants for the layout of the materials • A set of 6 different banners to be designed and printed (one for each, additional banners to be produced as appropriate) 	<ul style="list-style-type: none"> • Size: 60cmx160cm each • Printed on hiflex blockout with coating from the back side to block sunlight or high quality hiflex • Suitable standees, easy to be fold and assembled, to be suggested
4	File folder	<ul style="list-style-type: none"> • Paper file folder • 2 bags inside together with slots for holding namecards • Front and back cover page: Photo with text of Program's name, contact, logo, slogan • Inside pages: Text (100-200 words in total) 	<ul style="list-style-type: none"> • Should be able to hold A4 sized or smaller documents • Printed on couche matte (300gsm) • Around 2000 file folders to be printed
5	One page (one side) wall calendar	<ul style="list-style-type: none"> • Calendars to be disseminated to household in Program areas • Including calendar for year of 2014, 2015, 2016, and 2017; name of the Program, slogan, logo, and contact detail 	<ul style="list-style-type: none"> • Size: A1 • Printed on couche matte paper 150gsm, matte lamination on one side • Hanger included • 5000 copies to be printed in color
6	Cap	<ul style="list-style-type: none"> • Including name of the Program in Vietnamese • Illustration which symbolize the name of the Program to be designed and used on the cap • Cap should be produced in good and environmentally friendly materials with text or symbol printed or embroiled 	<ul style="list-style-type: none"> • Cap should be produced in good and environmentally friendly materials with text or symbol printed or embroiled

7	Calendar book	<ul style="list-style-type: none"> • Each calendar book should have a separated cover produced from environmentally friendly materials (Bamboo, cloth...) with business look • Inside pages can be slid into the cover easily and contain calendar of year of 2014, 2015, 2016, and 2017 on first pages; and around 5 divider pages of both photos and short introduction text about the Program • The rest page should have lines for note and space for date at the header. Slogan or name of the Program can be inserted at the bottom of the page • Around 5 - 10 high resolution photos with copyrights in the theme of forest, deltas, livelihood, local people (men, women, children), and natural disasters to be provided by the consultants for the layout of the materials 	<ul style="list-style-type: none"> • Around 200 calendar book to be produced • Paper cover pages printed on couche matte paper (300gsm) or thicker paper and matte laminated on one side, inside papers printed on offset paper (80gsm) • Photo pages with text printed on couche matte paper (150gsm) • Calendar pages printed on couche matte paper (150gsm)
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The Program is preferred to receive proposal for materials printed on FSC or recycled materials.

4. TIME FRAME: This consultancy will start from the mid November 2013 with agreed detailed schedule.

5. SUPERVISION, SUPPORT AND COORDINATION

The contract will be signed in accordance with Winrock International regulations and guidelines for the contracting of consultants. The assignment will be directly managed by Deputy Chief of Party. The Program will ensure that all required information are made available to the consultant team/company.

6. REQUIRED QUALIFICATIONS AND EXPERIENCE

The Consultant Teams must have several years of pertinent experience in designing innovative and creative communications materials, with good level of English proficiency.

7. BUDGET: The proposed budget will be negotiated and decided according to Winrock International's regulations.

8. HOW TO APPLY

Interested candidates/companies can send 1) Expression of interest; 2) Current CV or company profile; 3) Detailed budget proposal and workplan; 4) 3 relevant sample of their work; 5) Names and contact details of 3 references, all in English (preferable) to winrockvfd@gmail.com by November 11, 2013.

Please place "Coms materials" in the subject box.

Only shortlisted candidates will be contacted.