

## REFERENCE TERMS

### Design and Printing of Project Documents

#### Gender Integration Guidelines in the Activities of Local Mass Organizations

##### I. Background

Aide et Action (AEA – soon to be Action Education) is an international non-governmental organization based in Paris, France. The international AEA organization began operations in 1981 and has projects in 19 countries across Europe, Africa, and Asia. With the vision "Changing the world through education," AEA uses a long-term educational approach for vulnerable youth and children. AEA has been operating in Vietnam since 2003 and is currently implementing projects in seven provinces: Khanh Hoa, Phu Yen, Thai Nguyen, Hoa Binh, Lai Chau, Lao Cai, and An Giang. AEA's projects focus on three main areas:

- Early Childhood Care and Education (ECCE)
- Access to and Quality of Primary and Secondary Education (A&Q)
- Livelihood Education

##### Project Information

AEA and the Center for Research on Gender, Family, and Environment in Development (CGFED), in collaboration with partners in Lao Cai province and Da Bac district (Hoa Binh province), are implementing the project "Promoting Career Development and Entrepreneurship for Youth and Women," funded by the European Union (EU), the French Development Agency (AFD), AEA, and L'Oréal for the 2023-2026 period. The project aims to strengthen the role of youth and women by promoting access to career development resources and capacity building.

##### Information about the Documents

Currently, the project has compiled a set of two gender integration guidelines manuals. AEA is seeking a service provider or expert to design and print these documents.

##### Main Content of the Two Documents:

- **The first manual:** "Guidelines for Gender Integration in the Activities of Local Mass Organizations" introduces basic knowledge about gender equality, the benefits of gender integration, and guidance on gender analysis and addressing gender inequality issues at the local level.
- **The second manual:** "Practical Guidelines for Gender Integration in Communication and Community Engagement" focuses on practicing gender-sensitive and responsible communication, involving the community in activities that promote gender equality.

The purpose of these documents is to guide Youth Union (ĐTN) and Women's Union (HPN) staff, as well as other local mass organizations (such as village heads and respected individuals in the community), in carrying out their responsibilities to promote and address gender inequality at the local level. This set of

documents provides basic knowledge on gender, the benefits of gender integration (LGG), and guidance on how to conduct gender analysis, LGG, and involve both men and women in socio-economic development activities at the grassroots level.

**Target Audience for the Documents:** This document set is primarily intended for staff of the Women's Union and Youth Union at the local level. Additionally, staff and leaders of the Women's Union and Youth Union at the district and provincial levels can also refer to the documents to support and guide grassroots staff in implementing LGG tasks in their professional activities at the commune or village level.

## II. Objectives and Scope of Work

### 1. Objectives

- Design and layout to ensure the structure and content of the documents are clear and reader-friendly.
- Obtain publishing permission and print the documents after AEA approves the final design.

### 2. Scope of Work

- The service provider will work closely with AEA's Communications and Livelihoods program teams to ensure that the revisions, design, and printing meet the required standards of form and quality as proposed. The provider should submit a quotation based on the attached Request for Quotation (RFQ).
- Proceed with the design and layout based on the document set, which will consist of two manuals, with the original number of pages being approximately 44 and 89 pages per manual, based on the design and printing requirements listed below.

**Note:** *The actual number of pages after design will be agreed upon by both parties once the illustrations are finalized. The page count may increase after inserting illustrations into the document.*

#### a. Design Requirements:

- The documents must be designed according to AEA's brand identity, ensuring clarity and readability (AEA will provide all relevant information).
- Size: 18.5 cm x 23 cm
- Cover pages (front and back) and endpapers. The design should show that the two manuals are part of one set.
- Layout and inclusion of relevant illustrations. Illustrations may come from stock images that are copyright-cleared and approved by AEA before completion. The layout of the two manuals can be similar, with only color differences.

#### b. Printing Requirements:

Quantity: 300 copies of the documents (150 copies per manual).

**Note:** The printing unit is responsible for obtaining the publishing license for the materials.

Detailed information as follows:

No	Manual	Original pages	Pages after design (estimated)	Quantity	Size	Material	
1	Practical Guidelines for Gender Integration in Communication and Community Engagement	44	45 - 50	150 copies	18.5cm x 23cm	Print in 4 colors, double-sided Cover paper: 300gsm couche matte paper Inner pages: 120gsm couche matte paper Spine: glued binding	
			50 - 60			70 - 80	Print in 4 colors, double-sided Cover paper: 300gsm offset paper Inner pages: 120gsm offset paper Spine: glued binding
			60 - 70				
2	Guidelines for Gender Integration in the Activities of Local Mass Organizations	89	90 - 100	150 copies	18.5cm x 23cm	Print in 4 colors, double-sided Cover paper: 300gsm couche matte paper Inner pages: 120gsm couche matte paper Spine: glued binding	
			100 - 110			120 - 130	Print in 4 colors, double-sided Cover paper: 300gsm offset paper Inner pages: 120gsm offset paper Spine: glued binding
			110 - 120				

**Note:**

- Due to varying paper specifications, please provide a detailed price breakdown for each type of paper if there is a price difference.
- As the page count may increase after design, please provide pricing based on the estimated number of pages after design.
- Detailed documents will be provided to the selected consultant.

### III. Timeline

No	Activity	Nội dung	Responsible	Timeline
1	Design/Layout	Consultant selection	AEA	2/12/2024 – 10/12/2024
		After selecting the consultant: <ul style="list-style-type: none"> <li>The consultant and AEA will discuss and agree on the format and implementation approach;</li> <li>The consultant will develop ideas, design the cover page and internal template, and select illustrations.</li> </ul>	Consultant and AEA	10/12/2024 – 13/12/2024
		<ul style="list-style-type: none"> <li>AEA provides the first round of feedback.</li> <li>The consultant revises based on the feedback.</li> </ul>		13/12/2024 - 18/12/2024
		<ul style="list-style-type: none"> <li>AEA provides the second round of feedback (if any).</li> <li>The consultant revises based on the feedback.</li> <li>AEA approves the cover page, template, and illustrations.</li> </ul>		18/12/2024 - 23/12/2024
		<ul style="list-style-type: none"> <li>The consultant proceeds with the design and layout of the document;</li> <li>AEA provides the third round of feedback;</li> <li>The consultant revises and finalizes the design, then hands over the file to AEA.</li> </ul>		23/12/2024 – 30/12/2024
2	Print documents	Obtain the publishing license.	Consultant	6/1/2025 – 15/1/2025
		Print 02 sample copies and send them to AEA for approval (1 sample of Handbook 1; 1 sample of Handbook 2).	Consultant	6/1/2025 – 15/1/2025
		Proceed with printing the products.	Consultant	15/1/2025 – 22/1/2025
		Deliver the completed products to AEA.	Consultant and AEA	22/1/2025

### IV. Consultant Requirements

- The service provider can be a company or individual with at least 3 years of experience in designing similar products.
- Experience working with international NGOs on community development projects is preferred.
- A commitment to completing the work on time.
- Interested service providers must submit the following:

- A full profile detailing experience with similar tasks (including sample images of past work).
- A sample of a product previously printed and published.
- A quotation (according to AEA's attached template).

#### V. Evaluation Criteria

- The criteria for evaluating the service provider:

#	Criteria
1	Quotation fits AEA's budget
2	Ability to design and print educational and entrepreneurial products for youth (especially ethnic minority youth) and related materials
3	Experience working with international NGOs is an advantage

#### VI. Submission of Applications

"Individuals/organizations interested, please send your application to the email address: [hr.vietnam@action-education.org](mailto:hr.vietnam@action-education.org) with the subject line: [LLH\_ Project Document on Gender Integration Guidelines\_Candidate Name]. Individuals/organizations should submit price quotations for both design and printing packages. AEA will only contact individuals selected for the interview round. The application deadline is December 11, 2024. AEA will proceed with the consultant selection process upon receiving suitable applications. The application deadline may end earlier than expected if AEA has selected a consultant who meets the requirements."