



## TERMS OF REFERENCE

<b>Job title:</b>	Visual Identity and Graphic Design Consultant
<b>Duty Station:</b>	Republic of Moldova, Chisinau
<b>Reference to the project:</b>	Resilient and Inclusive Markets (PRIM)
<b>Contract type:</b>	Individual Contract
<b>Assignment type:</b>	National Consultant
<b>Contract duration:</b>	April 2023 – November 2024
<b>Expected workload:</b>	120 working days
<b>Indicative starting date:</b>	01 April 2023

### 1. BACKGROUND

The Swiss-UNDP project “Resilient, Inclusive Markets in Moldova” (PRIM) is set to contribute to the promotion of integrated approaches to inclusive and sustainable local economic development and employment creation, in partnership with ILO and SDC, targeting both local populations, as well as returning migrants and refugees.

Previous and ongoing SDC – UNDP efforts to address the positive impact of migration and engage migrants in local socio-economic development, along with design and piloting of local economic developments models and partnerships shaped an enabling environment to expand the current work and take it to another level. In this context, Moldova has a number of comparative advantages that can be harnessed to steam up the growth, broaden its geography, and make it more socially inclusive.

In order to do so, UNDP Moldova will further advance the successful LED interventions by scaling up the focus from local to (micro)-regional, while at the same time leveraging revenue generation, strengthening business support services and value chains to increase the competitiveness of local economy, retention of human capital and facilitate local socio-economic development. The role of the SMEs, including owned and led by migrants, is crucial, being potentially the most efficient connection between the economic growth and welfare of the employed persons, particularly in the remote rural communities and small towns. Also new political and socio-economic development required new approaches, taking into consideration the need to build more resilient, inclusive, and innovative local communities and local markets.

Hence, the strategic goal of the PRIM project is to enhance the SMEs-based sustainable economic development and promote equal access to decent work at the local and (micro)-regional levels, targeting both local populations, as well as returning migrants and refugees. It leverages the enhanced multi-stakeholder cooperation, improved business support services and complementary regulatory frameworks at the level of individual communities and micro-regions.

The Project will enhance sustainability of the results from the previous efforts supported by the Swiss Government, shape them to the new political and socio-economic developments, by embracing and promoting relevant policy and community-action innovations and by ensuring engagement of all relevant stakeholders in the design and implementation of local development solutions for building responsive institutions, inclusive economy, and resilient communities. In light of the regional security environment that is expected to remain turbulent even in the most optimistic scenarios, the Project is intended to bring a valuable contribution to the triple humanitarian-development-peace nexus at the local/regional level.

The strategic goal of the PRIM project is to enhance the inclusive, competitive, and sustainable economic development, and promote equal access to decent work at the local and (micro)-regional levels, by leveraging the enhanced multi-stakeholder cooperation, improved business support services and complementary regulatory frameworks. The Project targets three interrelated Outcomes.

As part of Outcome 1, policy and institutional frameworks create an empowering environment for inclusive and sustainable economic development in the targeted economic sectors.

Outcome 2 assumes that local/regional communities including private sector representatives, meaningfully cooperate in cluster formats to enhance value chains and improve their competitiveness.

As part of Outcome 3, the people of Moldova, especially women, youth, returning migrants and refugees, will benefit from improved economic opportunities in the pilot micro-regions.

## 2. OBJECTIVE AND EXPECTED OUTPUTS

The Project intends to contract a Visual Identity and Graphic Design Consultant (further referred to as "Consultant") to provide support to the Project Team in enhancing the Project's current visual identity materials, as well as developing new visual guidelines and graphic materials for the public outreach and communication activities.

Under the direct supervision of the Project Manager and in collaboration with the Communication Analyst, the Consultant is expected to carry out the following tasks:

- Provide efficient support in defining the visual identity of all communication and public outreach activities, and elaborate graphical materials pertaining to the Project's public outreach and communication activities;
- Prepare visual guidelines and graphic materials for usage by Project partners (both institutional and local) in the framework of the institutional support and local economic initiatives;
- Ensure full adherence of all developed graphic materials to the UNDP visual guidelines and recommendations;
- Contribute to the Project's Communication and Visibility Plan by identifying new opportunities for the enhancement of the activities' visibility in terms of printed and online materials;
- Perform other tasks related to the assignment, as required by the Project Manager on an ad-hoc basis;
- Prepare and submit the final activity report and source data/ files (in editable format) of all developed materials.

## 3. KEY ACTIVITIES, DELIVERABLES AND TENTATIVE TIMETABLE

Key activities and deliverables	Tentative timetable
<p><b>Activity 1</b> Provide efficient support in defining the visual identity of all communication and public outreach activities, and elaborate graphical materials pertaining to the Project's public outreach and communication activities</p> <p><b>Deliverable 1.1</b> Visual identity package for the Project's outreach and promotional materials – elaborated and approved by the Project, and in line with the UNDP and SDC brand books, featuring all partners.</p> <p><b>Deliverable 1.2</b> Set of graphic materials (for online and printed use) pertaining to the activities of the Project related to the 3 micro-regions selected by the Project - elaborated and approved by the Project</p> <p><b>Deliverable 1.3</b> Set of graphic materials (for online and printed use) illustrating the results of the Project related to the 3 micro-clusters in Moldova - elaborated and approved by the Project</p> <p><b>Deliverable 1.4</b> Final Project Report / Brochure – designed and approved by the Project</p>	<p><b>Deliverable 1.1</b> by 10 June 2023 <b>10 WDs</b></p> <p><b>Deliverable 1.2</b> by 10 September 2023 <b>20 WDs</b></p> <p><b>Deliverable 1.3</b> by 10 November 2024 <b>20 WDs</b></p> <p><b>Deliverable 1.4</b> By November 2024 <b>18 WDs</b></p>

<p><b>Activity 2</b> Prepare visual guidelines and graphic materials for usage by Project partners (both institutional and local) in the framework of the institutional support and local economic initiatives</p> <p><b>Deliverable 2.1</b> Set of 5 graphic explainers on the meaning and role of micro-clusters in Moldova - elaborated and approved by the Project</p> <p><b>Deliverable 2.2</b> Set of graphic materials (for online and printed use) pertaining to the activities of the Project related to the 3 micro-clusters in Moldova - elaborated and approved by the Project</p> <p><b>Deliverable 2.3</b> Set of testimonials cards with Projects beneficiaries (success stories) on local development, regional specialization, access to finance, local investment attraction, employment opportunities (LPAs, private sector, communities, young people, migrants, and refugees) – elaborated and approved by the Project</p>	<p><b>Deliverable 2.1</b> by 10 December 2023 <b>20 WDs</b></p> <p><b>Deliverable 2.2</b> by 10 March 2024 <b>20 WDs</b></p> <p><b>Deliverable 2.3</b> by 10 September 2024 <b>10 WDs</b></p>
<p><b>Activity 3</b> Prepare and submit the final activity report and source data/ files (in editable format) of all developed materials.</p> <p><b>Deliverable 3</b> Final activity report and source data / files (in editable format) of all developed materials – submitted</p>	<p><b>Deliverable 3</b> by November 2024 <b>2 WDs</b></p>

*Note: Deliverables and the final timeline can be amended or specified for the purpose of the assignment. All deliverables should be agreed with Project and be provided in electronic copy. Payment will be made upon the successful completion of the tasks assigned.*

#### 4. INSTITUTIONAL ARRANGEMENTS

The timeframe for the work of the Consultant is planned for the period April 2023 – November 2024. During this time, the Consultant is expected to work a total of 120 working days (part-time consultancy).

The assignment shall be performed in close coordination with the Project Team, under the guidance and supervision of the Project Manager and Communication Analyst.

All communications and documentation related to the assignment will be in English and/or Romanian.

#### 5. FINANCIAL ARRANGEMENTS

Payments will be disbursed in tranches upon submission and validation of deliverables by the Communication Analyst (certifying that the services have been satisfactorily performed) and their subsequent approval by the Project Manager.

#### 6. QUALIFICATIONS AND SKILLS REQUIRED

##### Academic Qualifications:

- University degree or higher in Arts, Design, Communication, Information Technology, or another field relevant to this assignment.

##### Experience and knowledge:

- At least 3 (three) years of demonstrated experience in graphical design;
- At least 5 (five) previous assignments related to the development of visual identities for public events, corporate usage, or advertisement purposes;

- Previous experience in developing graphical animations is a strong advantage;
- Experience in working with CSOs and/or mass-media is a strong advantage;
- Previous experience within an UNDP Project and/or other international organization(s) will be considered a strong advantage.

#### **Competencies:**

- Excellent knowledge of graphic design and animation software/ platforms (e.g. Adobe Suite);
- Perceived ability to perform and deliver expected results in a fast-paced working environment;
- Strong sense of initiative and ability to work independently;
- Capacity to build strong relationships with clients and respond positively to feedback;
- Fluency in Romanian (verbal and written) is a must. Knowledge of English considered as an advantage.

#### **Personal qualities:**

- Creativity and ability to present ideas in a clear and concise manner;
- Responsibility and orientation to details;
- Flexibility and punctuality, ability to meet deadlines and prioritize multiple tasks;
- Proven commitment to the core values of the United Nations, in particular respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.

*The UNDP Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.*

## **7. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

- Signed and filled-in Offeror's letter to UNDP confirming interest and availability for the individual contractor (IC) assignment, incorporating Financial proposal in Annex 2 (in USD, specifying a total requested amount per working day, including all related costs, e.g. fees, phone calls etc.). Annex 2 to the Offeror's letter, incorporating the Financial Proposal, shall be filled in mandatorily and includes the detailed breakdown of costs supporting the all-inclusive financial proposal;
- Proposal (Motivation Letter): explaining why they are the most suitable for the work including previous experience in similar Projects (please provide brief information on each of the above qualifications, item by item, including information, links/copies of documents for similar assignments);
- Duly updated CV with at least 3 references.

**Important notice:** The applicants who have the statute of Government Official / Public Servant prior to appointment will be asked to submit the following documentation:

- a no-objection letter in respect of the applicant received from the Government, and;
- the applicant is certified in writing by the Government to be on official leave without pay for the entire duration of the Individual Contract.

## **8. FINANCIAL PROPOSAL**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e., whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e., upon delivery of the services specified in the TOR. To assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including fees, taxes, travel costs, accommodation costs, communication, and number of anticipated working days).

## Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

## **9. EVALUATION**

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

- University degree or higher in Arts, Design, Communication, Information Technology, or another field relevant to this assignment.
- At least 3 (three) years of demonstrated experience in graphical design.
- At least 5 (five) previous assignments related to the development of visual identities for public events, corporate usage, or advertisement purposes.

The short-listed individual consultants will be further evaluated based on the following methodology:

### Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/ compliant/ acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

\* **Technical Criteria weight** – 60% (300 pts);

\* **Financial Criteria weight** – 40% (200 pts).

*Only candidates obtaining a minimum of 210 points for the Technical Evaluation shall be considered for the Financial Evaluation.*

Criteria	Scoring	Points Obtainable
<b><u>Technical</u></b>		
University degree or higher in Arts, Design, Communication, Information Technology, or another field relevant to this assignment	<i>Bachelor's degree – 10 pts. Master's degree – 15 pts.</i>	15
At least 3 (three) years of demonstrated experience in graphical design	<i>3 years – 15 pts., each additional year of experience – 5 pts. up to a maximum of 40 pts.</i>	40
At least 5 (five) previous assignments related to the development of visual identities for public events, corporate usage, or advertisement purposes	<i>5 previous assignments – 15 pts., each additional assignment/experience – 5 pts. up to a maximum of 35 pts.</i>	35
Previous experience in developing graphical animations is a strong advantage	<i>more than 3 years - 25 pts; up to 3 years – 15 pts; no – 0 pts.</i>	25

Experience in working with CSOs and/or mass-media is a strong advantage	<i>more than 3 years - 20 pts; up to 3 years – 10 pts; no – 0 pts.</i>	20
Previous experience within an UNDP Project and/or other international organization(s) will be considered a strong advantage	<i>more than 3 years - 20 pts; up to 3 years – 10 pts; no – 0 pts.</i>	20
<u>Interview</u> <i>(The first three candidates who passed technical evaluation criteria with the best score shall be invited for an online interview and pass the cumulative analysis)</i>	<ul style="list-style-type: none"> <li>• Demonstrated knowledge of graphic design and animation software/ platforms (e.g. Adobe Suite) <i>(none – 0 pts, limited – 10 pts, good – 25 pts, strong – 35 pts)</i></li> <li>• Perceived ability to perform and deliver expected results in a fast-paced working environment <i>(none – 0 pts, limited – 10 pts, good – 25 pts, strong – 35 pts)</i></li> <li>• Strong sense of initiative and ability to work independently <i>(none – 0 pts, limited – 10 pts, good – 25 pts, strong – 35 pts)</i></li> <li>• Capacity to build strong relationships with clients and respond positively to feedback <i>(none – 0 pts, limited – 5 pts, good – 20 pts, strong – 30 pts)</i></li> <li>• Fluency in Romanian (verbal and written) is a must. Strong knowledge of English considered as an advantage – 5 pts each. <i>(10 pts total)</i></li> </ul>	145
<b>Maximum Total Technical Scoring</b>		<b>300</b>

<b>Financial</b>	
Evaluation of submitted financial offers will be done based on the following formula: <b><u><math>S = F_{min} / F * 200</math></u></b> <b>S</b> – score received on financial evaluation; <b>F<sub>min</sub></b> – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; <b>F</b> – financial offer under consideration	<b>200</b>

### **Winning candidate**

The winning candidate will be the candidate who has accumulated the highest aggregated score (technical scoring + financial scoring).