

Terms of Reference

“Consultancy for Graphic Illustration develop for Right Based Empowerment approaches and tools”

1. Project Reference

Assignment Title	Develop the education materials of graphic illustration for Right Based Empowerment approaches and tools to distribute the community awareness
Project	Hope Project
Budget Code	6321-31-4665-5503-3912
Project Reference	31- 4665

2. Organization Background

LWF proactively works with partners to address displacement, poverty, and injustice, including the promotion of gender equality and climate resilience

The Lutheran World Federation (LWF) Myanmar is an international non-governmental organization serving the people of Myanmar since 2008. We are a rights-based humanitarian and development organization. Therefore, at the centre of everything we do are the people involved in and affected by our work: internally displaced persons, returnees, host communities, poor, and marginalized populations. LWF Myanmar engages with and supports duty-bearers while empowering partner individuals, households, and community development organizations to claim their rights. Within the present LWF Myanmar Strategy 2019-2024, our work spans the realms of humanitarian assistance, recovery, and long-term development, building upon three interrelated programmatic areas: Livelihoods; Quality services; and Protection and social cohesion.

LWF Myanmar is dedicated to promoting children’s rights and ensuring that their welfare and physical security are recognized, safeguarded and protected in accordance with UNCRC; and international, regional and national standards. LWF Myanmar commits itself to create and maintain an environment that promotes its core values and prevent children from physical abuse, neglect, emotional abuse and sexual abuse. Employees are expected to adhere to LWF Child Protection Policy and safeguard children and Protection, Sexual Exploitation and Abuse (PSEA).

3. Project Background

Hope project aims to contribute in enhancing dignified living conditions, livelihood recovery and increase the resilience of conflict-affected Muslims IDPs and host communities in Sittwe, Mrauk-U and Pauktaw Townships of central Rakhine State of Myanmar. The project focuses to strengthen existing Women groups/Community-Based Organisations (CBOs) and/or those emerging during the project. The project will reform and strengthen 8 Women Development Groups in 8 IDP camps and 24 such CBOs will be formed in 8 villages. A total of 32 Women CBOs is the primary (direct) target groups to sensitize and empower them in order to amplify voices and claim their rights leading toward peaceful coexistence.

The next target groups are shelter beneficiaries, livelihood beneficiaries - specially youth and women - and students in Temporary Learning Shelters (TLS) and GFS including teachers, PTAs (Parents-Teachers-Associations) and SMCs (School-Management-Committees). In addition, these government agencies directly mandated for service delivery to the communities shall be the secondary target groups themselves. The project will work with duty bearers to help narrow the gap between the right holders and the duty bearers. The projects directly contribute towards LWF's Country Results Framework and Global Outcome Framework with the following objectives:

- 1) Access to Quality Services: Increased access to dignified and safe shelters and education facilities
- 2) Access to livelihoods: Increased income and food and nutrition security
- 3) DRR & Fire Safety: Enhanced coping capacity of at-risk communities
- 4) Social Cohesion and peaceful co-existence: Strengthened social cohesion and peaceful coexistence between Muslims IDPs and host communities

4. Deliverables and Key Outputs

The assignment's purpose is to provide short-term graphic illustration/graphic services to create designs/visualizations/illustrations/infographics for LWF's Right Based Empowerment approaches and tools.

The illustrations and cartoons must communicate the information (although of a technical nature) in an entertaining, light-hearted, and visually appealing (memorable, interesting, exciting) manner so as to engage the broadest range of readers from different ethnic groups and social backgrounds.

Scope of work

The consultant shall;

- a) Develop an attractive and clear illustrations/visualization style suitable for conveying information and representing ideas of each chapter and key messages of the guidebook that are easily understood by target groups.
- b) Each illustration should be in high resolution with at least three digital formats for different mediums- Scalable Vector Graphics (SVG) or Adobe Illustrators (AI), Portable Network Graphic (PNG), and Joint Photographic Experts Group JPEG formats.
- c) Provide creative options for two rounds of drafts to collect LWF's comments before final delivery.

Expected delivery

- 30 comprehensive illustrations (one key character, three or four or group of supporting characters, texts and background based on the discussion with LWF's technical focal)

Remark: We recognize the cost may vary upon the number of main characters, background and visual elements in one graphic illustration. So, if the applicants have different proposed costs for different illustration styles, please indicate with us the cost and provide us with sample illustrations.

5. Coordination and Supervision

The consultant will be working closely together with LWF Training Team to fulfil their tasks successfully according to the LWF's visibility guideline, adapting with existing cartoon characters concept – Right Based Empowerment, and technical inputs. The consultant/service provider will work under the overall guidance of the Right Based empowerment Training Coordinator and Empowerment and Livelihood Coordinator.

6. Copyright and Ownership

The copyright of any part of the materials developed by the consultant under this Terms of Reference will belong to LWF Myanmar Programmed.

7. Timeframe

The assignment will be implemented as soon as possible and it is expected to complete in 1 month/30 working days starting from the contract date.

8. Qualifications, Background and Experience:

The individual consultants/creators/digital artists or firms can apply the application. Illustration requires a high level of technical/professional expertise and creativity; therefore, a successful firm/candidate is required to have the following qualifications:

- Three examples of illustrations
- Demonstrated competency with developing illustration, graphics and infographics digitally
- Excellent creativity
- Great attention to detail
- Bringing a strong commitment to delivering timely and high-quality results
- Able to work remotely

9. Application Requirement

The following key items are requested to submit us as an application process.

- Cover letter/CV/Resume highlighting relevant capacities and experiences
- Proposed budget (Prefer the proposed cost in Myanmar Kyat)
- At least, three samples of different illustration styles with different costs
- The shortlisted proposals will be invited for interview as appropriate.
- The applications should be submitted to: procurement.myanmar@lutheranworld.org
- The deadline for the submission of the applications is **10 March 2022, 5:00PM (MST)**.
- LWF Myanmar reserves the right to accept or reject any or all proposals.