

## **ANNEX II - TERMS OF REFERENCE**

### **PROFESSIONAL SERVICE FOR THE DESIGN OF BRANDING AND COMMUNICATIONS PRODUCTS For DFAT-funded Programme “Elimination of Violence against Women and Children in Viet Nam 2021-2025”**

#### **1. BACKGROUND**

UNFPA, UNICEF and UN Women are collaborating with the Government of Viet Nam and national and local civil society organisations, as well as the Australian Government, in a joint Programme to address violence against women and children (VAWC), for the period 2021-2025. This joint Programme will focus particularly on the violence that women and children experienced in the family, community and online while acknowledging and linking to efforts to address both gender-based violence and violence against children more broadly.

The joint Programme aims to contribute to the following longer-term goal: *“All women and children in Viet Nam, including those most vulnerable, are able to live a life free of violence through strengthened prevention strategies and multisectoral responses.”*

The joint Programme’s outcomes include:

- Evidence-based laws and policies;
- A strengthened and more effective multi-sectoral response;
- More effective violence prevention through innovative evidence-based communication, awareness-raising, advocacy, and community mobilization;
- Improved research, data collection and analysis, and knowledge exchange.

As agreed in the joint Programme’s communication guidelines, a branding package of the joint Programme will be created and used consistently for all events/activities/ campaigns to be held within the joint Programme by all the three UN agencies. Therefore, there's a need to contract a professional PR company to design this branding package from 25 April to 30 May 2022.

#### **2. PURPOSE/OBJECTIVES**

The objective of the consultancy is to design a branding package of the Programme logo, slogan, brand identities, promotional items and communication products and reflect the joint Programme’s overall goal: *“All women and children in Viet Nam, including those most vulnerable, are able to live a life free of violence through strengthened prevention strategies and multisectoral responses.”*

The branding package will be used for all events/activities/ campaigns to be held within the joint Programme by all the three UN agencies.

#### **3. DELIVERABLES**

Standard design of the following brand identities, promotional items and communication products:

- Logo
- Sets of brand color sample designs
- Slogan
- Backdrop, banner, poster and standee

- On-brand supporting graphic
- Invitation
- PowerPoint presentation
- Hashtags for social media
- T-shirt
- Cap
- Wristband
- Scarf
- Bag
- Notebook
- Tumbler
- Public and bus advertisement
- Others

Notes:

- Language: English and Vietnamese;
- Source files of high quality and in standard appropriate formats that enable for the making of the products.
- A technical guideline for the use of logo and other brand identities

#### **4. SCOPE AND FOCUS**

Under supervision of the UNFPA Programme Officer on GBV and the joint Programme's communications team, the contracted PR company will deliver the following tasks:

- Design a branding package of the promotional items and communication products as mentioned above;
- Transfer the package design to UNFPA and the joint Programme;

#### **5. PROCESS AND METHODOLOGY**

- The selected PR company will work under supervision the UNFPA Programme Officer and the joint Programme's communications team and will contact with an assigned staff of UNFPA to update the progress via email and telephone contacts.
- All other deliverable and products should follow the proposed timeline agreed by selected company in the TOR.

#### **6. ACCOUNTABILITIES**

***The PR company will:***

- Technically and contractually accountable to UNFPA for all aspects of the assignment;
- Deliver the tasks of this TOR. They will be expected to work closely with the responsible UNFPA Programme Officer at all times;
- In case of any challenges during the progress of the consultancy assignment, the selected company needs to consult UNFPA to address the problems.
- Be responsible for the quality and authorization of the branding package produced.

***UNFPA Country Office will:***

- Develop the TOR for sharing with the selected company;
- Develop a contract for signature between UNFPA and the selected company;

- Provide necessary background documents and materials;
- Provide comments/inputs on the design for its finalization;
- Provide financial support (one third of the total budget) to carry out the consultancy assignment;
- Monitor the progress and quality of the consultancy assignment.

***UNICEF Country Office will:***

- Provide inputs to the TOR;
- Provide necessary background documents and materials;
- Provide comments/inputs on the design for its finalization;
- Provide financial support (one third of the total budget) to carry out the consultancy assignment;
- Monitor the progress and quality of the consultancy assignment.

***UN Women Country Office will:***

- Provide inputs to the TOR;
- Provide necessary background documents and materials;
- Provide comments/inputs on the design for its finalization;
- Provide financial support (one third of the total budget) to carry out the consultancy assignment;
- Monitor the progress and quality of the consultancy assignment.

**7. PROPOSED WORKPLAN**

The selected PR Company will implement the listed activities to deliver the expected products in close consultation with UNFPA as per the following timeframe:

No	Description	Time
1	Sign the contract	2 <sup>nd</sup> week of June
2	1 <sup>st</sup> meeting with the joint Programme's communications team	2 <sup>nd</sup> week of June
3	2 <sup>nd</sup> meeting for the presentation the proposal of branding package	3 <sup>rd</sup> week of June
4	1 <sup>st</sup> feedback from the joint Programme	3 <sup>rd</sup> week of June
5	Revise the package and share with the Joint Programme for comments	3 <sup>rd</sup> week of June
6	2 <sup>nd</sup> feedback from the joint Programme	4 <sup>th</sup> week of June
7	Finalize the package and send to UNFPA, UNICEF and UN Women for using	4 <sup>th</sup> week of June

**8. BACKGROUND DOCUMENTS**

UNFPA will:

- Assign one focal point to work with the selected company;
- Provide all necessary background documents.

**9. DEGREE OF EXPERTISE AND QUALIFICATIONS**

- A professional PR company with at least two years of experience in designing branding and creative communication products;
- Excellent knowledge on social media;

- Have strong experience working with international organizations. Experience working with UN agencies would be desirable and in delivering similar assignments would be an asset;
- Have excellent ability to meet deadlines;
- Proficiency in English and Vietnamese.

#### **10. REVIEW TIME REQUIRED AND PAYMENT TERM**

A contract for professional service will be signed between UNFPA Viet Nam of UNICEF and UN Women and the selected PR Company.

Payment will be made in full within 10-15 working days after acceptance and approval of final design by UNFPA Country Representative on behalf of UNICEF and UN Women.

The selected professional PR company will invoice UNFPA, UNICEF and UN Women separately an amount equal to one third of the total contract amount.

#### **11. ESTIMATED BUDGET**

The total budget for implementing this assignment is around US\$10,000 which includes all costs and associated taxes to deliver this Terms of References