

## **Terms of Reference**

### **Writing, Proofreading, Layout, and Printing for the Coffee Table Book of Spotlight Initiative Africa Regional Programme (SIARP)**

#### **Background:**

UNFPA, the United Nations Sexual and Reproductive Health Agency, is committed to delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. The Global Spotlight is a United Nations initiative supported by the European Union and other partners to eliminate violence against women and girls. The Initiative provides a regional response to addressing sexual gender-based violence, harmful practices, with a special focus on empowering women's movements. It is the world's largest targeted effort to end all forms of violence against women and girls.

Launched with a seed funding commitment of €500 million from the European Union, the Initiative represents an unprecedented global effort to invest in gender equality as a precondition and driver for the achievement of the Sustainable Development Goals. In Africa, Global Spotlight has programmes in the following countries: Liberia, Malawi, Mali, Mozambique, Niger, Nigeria, Uganda, and Zimbabwe

#### **Purpose:**

To present a well-curated coffee table book that not only visually engages the readers but also provides them with insightful photo essays that bring out the essence of the SIARP initiative and its impact in addressing violence against women in Africa.

#### **Scope of Work:**

- **Creative conceptualization:** Initiate the creative design, layout, photo-text content development, and illustrations for the coffee table book.
- **Story Development:** Handle text content creation, design/layout preparation, editing, and copywriting.
- **Design:** Determine the overall aesthetic of the book, including font selection, paper choice, typesetting, and proper alignment of illustrations and captions in line with the Spotlight Initiative brand guidelines.
- **Coordination:** working with the project team, efficiently gather content, reference materials, photographs, and design elements. This includes correctly positioning photographs within the book.
- **Layout:** Strategically arrange the texts and photographs to ensure top-tier quality in editorial, design, and production. Submit a coffee table book sample to the Communications Unit for pre-production approval.
- **Digital Adaptation:** Produce a digital version of the coffee table book for to be used on various multimedia channels adopted and utilized by the Spotlight Initiative

- **Writing:** Craft compelling, concise essays or deep captions to accompany the photographs used in the photo book. Ensure a consistent voice and tone that aligns with the Spotlight Initiative's objectives.
- **Proofreading:** Thoroughly inspect the essays submitted for any grammatical, syntactical, or typographical mistakes. Certify the content is clear, coherent, and devoid of uncertainties and ensure safeguarding of any sensitive subjects.
- **Printing:** Supervise the printing process to guarantee the product meets the highest standards and is produced within the deadline period. Ensure premium paper selection binding, and cover materials to mirror the legacy nature of the coffee table book.

#### **Deliverables:**

- Three creative concepts
- Print files at the end of the project
- Email flier about the coffee table book for marketing
- 10 social media cards about the book for marketing/launch
- Print ready and creatively designed coffee table book.
- Printed copies of the coffee table book, meeting the agreed number and quality.

#### **Technical qualifications**

#### **Educational Background:**

- Degree in Graphic Design, Journalism, Communications, or a related field.

#### **Editorial and Production Skills:**

- Design Expertise: Proficiency in design software like Adobe InDesign, Photoshop, and Illustrator. A keen eye for design, including layout creation, font selection, and typesetting.
- Content Creation: Strong writing and storytelling skills, with the ability to produce engaging and relevant photo essays or captions.
- Editing: Experience in content editing and proofreading to ensure clarity, coherence, and the absence of errors. Familiarity with standard editorial practices and guidelines.
- Digital Adaptation: Ability to adapt print designs for digital formats and familiarity with multimedia channel requirements.
- **Project Management and Coordination:**
  - Experience in coordinating large projects, especially publications. This includes collating diverse materials like written content, photographs, and design elements.
  - Familiarity with workflow management tools or software can be beneficial.
- **Understanding of Spotlight Initiative Branding:**
  - Knowledge of branding guidelines and the ability to design in line with a specific brand identity, such as the Spotlight Initiative.
- **Experience in managing printing processes.**

- Familiarity with the printing process, including selecting materials, understanding binding methods, and ensuring top tier print quality.
  - Experience in liaising with print vendors and ensuring timelines are met.
- **Cultural Sensitivity and Ethical Considerations:**
    - An understanding of the cultural and societal nuances of the regions covered by the SIARP initiative. This ensures that content is both relevant and respectful.
    - Ability to handle sensitive topics with care, ensuring that content does not inadvertently harm or misrepresent any individual or community.
  - **Technical Proficiency:**
    - Familiarity with tools and software related to layout design, such as Adobe InDesign.
    - Knowledge of digital formats suitable for different multimedia channels.
  - **Collaborative Skills:**
    - Ability to work well with a team, including writers, photographers, editors, and other stakeholders.

#### **Ownership and Usage Rights:**

Upon payment completion for services rendered, the contractor shall transfer all copyrights associated with the work produced under this agreement to UNFPA for Spotlight Initiative. UNFPA reserves an unlimited right to: Use the provided works across various media formats, including print, online, and other multimedia channels. Incorporate the delivered works into its global photo database. UNFPA holds the discretion to supply these images, free of charge, to other United Nations organizations or media outlets, crediting the contractor or their company.

#### **Supervisory arrangements**

The contractor will operate directly under the guidance of the UNFPA Regional Communications Adviser. In collaboration with the SIARP team and a designated photographer, the contractor is tasked with delivering the project. The expectation is that the final output meets the highest quality standards, reflecting vibrant, and high impact high-definition imagery.

#### **Ownership of the Materials:**

All materials, deliverables, and intellectual property produced or developed as part of this project will be the sole property of UNFPA ESARO (Spotlight Initiative). This includes, but is not limited to, raw files, drafts, designs, illustrations, digital assets, and any other content related to the project. The vendor shall not use, replicate, distribute, or share these materials without the explicit written consent of UNFPA.

#### **Confidentiality Agreement:**

Any information, data, strategies, and insights shared by UNFPA / Spotlight Initiative with the vendor during the project must be treated with the utmost confidentiality. The vendor is prohibited from disclosing, sharing, or using this information for any purpose outside of the project's scope. Breach of this confidentiality agreement will result in immediate termination of the project and may lead to legal action.

**Backup and Data Protection:**

The vendor is required to implement robust data protection and backup measures throughout the project's duration. All project-related data, including drafts, designs, and feedback, must be securely stored, and regularly backed up to prevent loss or compromise.

**Proposal Requirements:**

All interested companies are required to submit a comprehensive proposal detailing their approach to the outlined scope of work. The proposal should encompass the following components: a brief overview of the company, highlighting relevant experience and past projects; a proposed project plan, detailing the methodology, key activities, and tentative timeline; profiles of key team members who will be engaged in the project, specifying their roles and qualifications; a list and brief description of equipment intended for use; samples or links to past work that align with the nature of this project; a detailed and itemized budget, indicating all projected costs and any other associated expenses; and any additional services or value-added propositions the company believes would enhance the project. All proposals should be concise, well-organized, and presented in a professionally formatted document.

**Evaluation criteria**

Proposals will be evaluated against the following criteria:

Criteria	Points
Company Profile and Team Expertise	(30 points)
Proposed Project Approach and Methodology	(40 points)
Budget and Value Propositions	(20 points)
Compliance and Presentation	(10 points)