



## Terms of Reference (TOR)

### Services for Design of Posters, Brochures, and Infographics

Overview	
<b>Project Title</b>	Strengthening Social Partners (SPs) and Civil Society (CSOs) Capacities on Fundamental Principles and Rights at Work
<b>Related Output</b>	The awareness of SPs and CSOs on the fundamental labour rights in the future of work
<b>Contracting Organization</b>	International Labour Organization (ILO) Office for Türkiye
<b>National Counterpart (at working level)</b>	N/A
<b>Project Location</b>	Türkiye
<b>Duration of Work</b>	05.04.2024 – 31.01.2027
<b>Expected Starting Date of Work</b>	05 April 2024

## 1. INTRODUCTION

The International Labour Organisation (ILO) is a specialized agency of the United Nations for the world of work. It sets international labour standards, promotes rights at work, and encourages decent employment opportunities, the enhancement of social protection and the strengthening of dialogue on work-related issues. ILO Office for Türkiye works to promote International Labour Standards in Türkiye and develops implements and monitors technical cooperation programmes and projects for advancing the decent work opportunities for all. The Office also follows and analyses social and economic developments, legislative and policy initiatives in Türkiye, and carries out advocacy activities.

ILO Office for Türkiye launched [“Strengthening Social Partners and Civil Society Capacities on Fundamental Principles and Rights at Work Project”](#) in February 2023 with financial support of the European Union Delegation to Türkiye.

Targeting social partners and civil society organizations; the Project is built on improving fundamental labour standards in the changing world of work in Türkiye. The Project has two specific objectives:

**Specific Objective 1:** Technical and advocacy capacity of social partners and civil society organisations on fundamental labour rights in the future of work is enhanced.

**Specific Objective 2:** Fundamental labour rights are enhanced through enabling social dialogue opportunities and involvement of social partners and civil-society organizations.

## 2. BACKGROUND

A Communication and Visibility Plan has been meticulously developed for the Project. This plan encompasses the use of diverse communication tools to effectively achieve project objectives. These tools include, but are not limited to, integrating corporate identity elements, producing, and utilizing visibility materials, producing short videos, arranging photo shoots, utilizing TV, radio, printed/online news, and social media channels to extend outreach to a broader audience.

The Project Communication and Visibility Plan aims to achieve the following objectives:

- a) Raise awareness about the significance of ILO fundamental principles and rights at work.
- b) Effectively engage with the target groups and the public to convey the Project's key messages.
- c) Promote visibility for collaborative efforts aimed at advancing fundamental principles and rights at work, involving the ILO, the Government of Türkiye, social partners, civil society organizations, and the EU.
- d) Ensure the visibility of the support provided by the EU Delegation to Türkiye.
- e) Disseminate transparent and accurate information, along with precise data, about the project, its objectives, and its outcomes.
- f) Promote and highlight project activities and outputs effectively.

## 3. SCOPE OF WORK

This assignment encompasses the design of 2 posters, 2 brochures and 13 infographics throughout the project cycle, meeting the project visibility requirements and effectively communicating the intended messages on project activities, outcomes, or processes. These visual materials should be designed with careful attention to detail, ensuring clarity, coherence, and visual appeal to effectively engage the target audience and achieve the project's communication objectives.

**Design of 2 Posters:** The task involves creating visual designs for two posters, both in pdf for web site and social media (in sizes suitable for Twitter and Instagram) and their printable versions in 50X70 cm.

**Design of 2 Brochures:** This part of the assignment requires the creation of two brochures. They will serve as a concise yet comprehensive way to present information about the project. The design of these brochures should be visually appealing and easy to read, with clear organization and layout.

They should provide detailed information about the project's goals, activities, achievements, and any other relevant details.

**Design of 13 Infographics:** The assignment also involves the design of thirteen infographics. Infographics are visual representations of information, data, or knowledge intended to present complex information quickly and clearly, which are used to illustrate statistics, processes, or concepts in a visually engaging format. The design of these infographics should be visually appealing and effectively convey key messages related to project activities, outcomes, or processes. They should be easy to understand and shareable across various platforms, such as web site, Twitter and Instagram, and in suitable sizes.

#### **4. EXCOLL'S DUTIES AND RESPONSIBILITIES**

##### **Design of posters, brochures, and infographics for the project**

The Excoll is expected to design two posters, two brochures and 13 infographics throughout the project cycle. These materials will serve to communicate key information about the project's activities, outcomes, or processes. Therefore, each design should be carefully crafted to align with the project's objectives and effectively convey the intended messages to the target audience.

**Supervision by the Communications Officer:** The Excoll will work under the supervision of the Communications Officer. This entails that the designs will be developed based on briefings provided by the Communications Officer, who will provide guidance and feedback throughout the design process. The Excoll will be responsible for incorporating any suggestions or revisions requested by the Communications Officer to ensure that the designs meet the project's communication requirements and standards.

**Up to Three Alternatives per Design:** For each design (poster, brochure, infographic), the Excoll may be requested to provide up to three alternative versions for each one. Additionally, the Excoll may be requested to make up to five changes on each version of the designs. These changes could include modifications to layout, colour scheme, typography, imagery, or any other elements based on feedback provided by the Communications Officer. This allows for flexibility and exploration of different creative approaches or visual styles. The Excoll should be prepared to generate multiple design options to offer a range of choices and possibilities to consider.

**Response Time:** The Excoll is expected to respond promptly to requests from the Communications Officer. Specifically, they should provide their designs within a maximum of one day after receiving the request. This ensures efficient workflow and timely progress throughout the project cycle, enabling the project team to meet deadlines and maintain communication objectives.

#### **5. ILO'S RESPONSIBILITIES**

The ILO Office for Türkiye will furnish all necessary background documents, including the related parts of the Project Document and Project Communication and Visibility Plan, as well as visuals such as logos, required for this assignment. Additionally, the ILO will communicate the visibility requirements of the ILO, and the EU to the Excoll.

Following the contract's signature, an orientation meeting will be conducted at the ILO/ or via Zoom, to provide guidance.

The Communications Officer of the Project will provide briefing and guidance to the Excoll about the expectations of the ILO regarding the tasks defined under this ToR.

## **6. PROFESSIONAL QUALIFICATIONS AND EXPERIENCE**

### **Minimum requirements**

- Experience in graphic design services for at least 5 years is required.
- Proficiency in Turkish at native level is required.

### **Assets**

- Expertise along multiple communications disciplines, including but not limited to, creativity and visual language is an asset.
- Ability to adapt agency creative processes and/or proprietary tools to address client needs is an asset.
- Experience in providing graphic design services for projects for UN agencies and other international organizations is an asset.

The Excoll should provide a detailed curriculum vitae (CV) demonstrating his/her qualifications and relevant experience, **including minimum three samples of previous similar design products**. References from previous clients or organizations may also be requested.

## **7. LANGUAGE REQUIREMENTS**

The language prerequisites for this task include proficiency in Turkish. As Turkish will serve as the primary working language, a mother tongue level of proficiency is mandatory for the Excoll. The Excoll may outsource translation services when needed on his/her own expense. All translated materials will be overviewed, edited, and confirmed by the Communications Officer. The Communications Officer will be responsible for the overall quality of all translated materials.

## **8. ADMINISTRATIVE ARRANGEMENTS**

The activities within the scope of this assignment will be carried out under the overall supervision of the Director of ILO Office for Türkiye. The Excoll will work in close coordination with and under direct supervision of the ILO Communications Officer and ILO Senior Project Coordinator.

The Excoll is expected to be available when the ILO team reaches him/her and ensure timely submission of deliverables.

The title rights, copyrights and all other rights whatsoever nature in any material produced under the provisions of this assignment will be vested exclusively in the ILO office for Türkiye. Please refer to related articles of the Terms and Conditions Applicable to ILO Contracts for Services and the Terms and Conditions for European Union Funded Contracts.

## **9. PLACE OF WORK**

For this assignment, the Excoll may work from his/her city of residence. Regular coordination meetings with the ILO are expected to occur via online platforms.

## 10. PAYMENT DETAILS

Expected start date of the Contract: 05 April 2024

Expected end date of the Contract: 31 January 2027

The External Collaborator is expected to work within the duration of this assignment in order to fulfil the required tasks and successfully execute the deliverables. Payments will be made upon the successful completion of deliverables and final approval by the ILO.

## 11. DELIVERABLES AND TIMEFRAME

The Excoll is expected to fulfil the required tasks and execute the deliverables in the timeframe given below:

<b>Deliverables</b>	<b>Indicative Deadline</b>	<b>Payment Schedule</b>
<b>Deliverable 1:</b> Submission of 1 <sup>st</sup> brochure, poster, and infographic in final versions.	30 May 2024	10% of total fee
<b>Deliverable 2:</b> Submission of 2 <sup>nd</sup> and 3 <sup>rd</sup> infographic in final versions.	30 June 2024	10% of total fee
<b>Deliverable 3:</b> Submission of 4 <sup>th</sup> and 5 <sup>th</sup> infographic in final versions.	30 November 2024	10% of total fee
<b>Deliverable 4:</b> Submission of 2 <sup>nd</sup> brochure, 2 <sup>nd</sup> poster in final versions.	31 December 2024	10% of total fee
<b>Deliverable 5:</b> Submission of 6 <sup>th</sup> and 7 <sup>th</sup> infographic in final versions.	31 March 2025	10% of total fee
<b>Deliverable 6:</b> Submission of 8 <sup>th</sup> infographic in final versions.	30 June 2025	10% of total fee
<b>Deliverable 7:</b> Submission of 9 <sup>th</sup> infographic in final versions.	31 October 2025	5% of total fee
<b>Deliverable 8:</b> Submission of 10 <sup>th</sup> infographic in final versions.	31 January 2026	5% of total fee
<b>Deliverable 9:</b> Submission of 11 <sup>th</sup> infographic in final versions.	30 April 2026	5% of total fee
<b>Deliverable 10:</b> Submission of 12 <sup>th</sup> infographic in final versions.	31 July 2026	5% of total fee
<b>Deliverable 11:</b> Submission of 13 <sup>th</sup> infographic in final versions.	31 December 2026	20% of total fee

## 12. OTHER INFORMATION

The Excoll is responsible for completing the new security awareness online training course (BSAFE) if she/he needs to undertake any travel out of her/his city of residence within the course of this assignment. The course is available through registration on <https://training.dss.un.org/user/login>. Additionally, the External Collaborator will be requested to submit a security clearance generated via web-based "Travel Request Information Process" (TRIP) system prior to any travel out of her/his city of residence. TRIP system is accessible through registration on <https://trip.dss.un.org/dssweb>.