

Terms of Reference

LOCAL EXPERTISE

Design and Advertising Company

**Assistance to vulnerable populations in Libya through cash,
QIPs and communication with communities**

Project 14DGK

June 2018



<p>Background relevant to the mission</p>	<p>As part of its project funded by UNHCR, ACTED is implementing a project to support IDPs, returnees and host communities throughout Libya through cash grants, quick impact projects and advocacy campaigns.</p> <p>The overall objective is to reduce the vulnerability of conflict-affected populations across the three regions of Libya</p> <p>The general objective is to provide multi-sectoral cash assistance to 1,200 internally displaced, non-displaced and returnee households; the implementation of approximately 15 to 20 quick impact projects; and the delivery of awareness-raising campaigns to ensure IDPs and IDP returnees in Benghazi and Ajdabiya have access to life-saving information.</p> <p>The specific objective is to ensure that the population has sufficient basic and domestic items, that peaceful co-existence with local communities is promoted, and public attitudes towards persons of concern are improved.</p> <p>This TOR is concerned with the third component of the project, namely communication with communities. Assessments will be conducted by technical consultants to determine key information that should be disseminated in the fields of health, water, sanitation, shelter and security. This information includes alerts, best practices, and relevant service providers.</p> <p>Area of Intervention: Benghazi and Ajdabiya</p>
<p>Objectives of the assignment</p>	<p>The design and advertising company will be responsible for the design of billboards and brochures which contain life-saving information for IDPs, returnees and host communities in Benghazi and Ajdabiya.</p> <p>The company will also be responsible for printing the brochures and billboards, as well as installing the billboards in designated ad spaces for a period of three months.</p>
<p>Scope of Work</p>	<ul style="list-style-type: none"> • The company will create five designs for brochures and five designs for billboards containing life-saving information in the fields of health, water, sanitation, shelter and security with the help of ACTED's consultants and programme team • The designs should be simple, should clearly and efficiently convey information, and should be done with high-quality paper and ink to produce vivid colours • The company will also be responsible for renting out and installing the billboards in ad spaces located throughout Benghazi, with a possibility of installing some of the billboards in Ajdabiya
<p>Key deliverables</p>	<ul style="list-style-type: none"> • Brochure design sized A4 (21cm x 29.7cm) which can be folded over twice (three-panel brochures). Each set of brochures will cover a different issues and there will be five sets in total (five designs)

	<ul style="list-style-type: none"> • Billboard designs (3m x 1.5m) (one design per billboard) • 2000 printed copies of brochures (400 per topic) • Five printed billboards (one per topic) • Install five billboards to advertise for three months
Time schedule	All printed materials should be delivered to ACTED by September 13 th , 2018
Location of the mission	All printed material should be delivered to the ACTED Benghazi office. The billboards should be installed in Benghazi with a possibility of installing in Ajdabiya
Support provided by the Project team (ACTED) to the Expert	The ACTED team in Libya and Tunis will provide support to the media company in the form of coordination with the consultants to provide feedback on the content of the billboards and brochures.
Language	The printed material should be in Arabic.
Profile of the expert	<ul style="list-style-type: none"> - Company should have at least 5 years of experience in design, printing and advertising - Previous experience with humanitarian aid, civil society and international organizations is an asset

Name & Position of Bidder's authorized representative _____

Authorized signature _____