

TERMS OF REFERENCE FOR THE PROVISION OF CONSULTANCY SERVICE ON ARTWORK DESIGNING OF THE CAMPAIGN IMAGE AND LOGO

1. Background Information

The campaign on *Women's Labor, Decent Work and delivery of Gender Responsive Public Services (GRPS)* is a global campaign that was introduced by ActionAid International, in 2018. As the title describes, the campaign main agenda is focusing on the aspect of women's participation to labor, but also the extent to which work / employment opportunities to which women are part of, are decent¹ and lastly is on the delivery of gender-responsive public services, focusing mainly on water, health and education services and how access to such services in a gender-equitable manner, will contribute to reducing the burden of unpaid care-work.

For AATZ (ActionAid Tanzania) national campaign focus, we are looking at how Tanzania labour laws and policies have provided legal protection to women working in the formal sector, compared to those in the informal sector whose protection is not accorded, eg. women in informal sectors are working for long hours with little pay, they have no employment contracts, not entitled to maternity leave, lactating mothers are not entitled to half day of the work the first 6 months after they return to maternity leave, have no medical insurances, etc. In line with this, we are also addressing the issue of GBV (gender-based violence) at workplaces.

On unpaid care-work, our campaign advocacy is centred around influencing policy processes on provision of improved quality public services that will reduce the burden of care work. These services are water, health and education – where we promote state accountability to provide rural communities with access to safe water through water project investments which are sufficient to meet the needs of the respective community and which also are easily accessible, so that women do not have to spend number of hours walking distant miles to fetch water. As for education, provision of early childhood education program as a mandatory requirement in the primary education system, so as to enable rural women to have a safe place of care where their children can be taken, so that the time spent to look after toddlers who are yet to join the primary education (standard one) program – can be spent in other activities, like economic / income generation activities.

On health, the state should advance the quality of sexual reproductive health services that is being rendered to women (particularly those in rural settings). This includes provision of with information (basic/required knowledge) and increased access to such essential health services which will enable

¹ The ILO definition of decent work; *Decent work sums up the aspirations of people in their working lives. It involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men*

women to make healthier choices (on if, when and how many children to have). Reducing number of unplanned births will also lessen the burden of care a woman has on caring for children in consecutive number of years, non-stop.

2. Consultancy Objectives

This campaign requires having a symbolic campaign image and logo which easily describes the campaign agenda in an artistic / pictorial presentation. The campaign image should reflect an identity of a working woman whose role in the society must be acknowledged and respected. The logo needs to indicate the campaign objective to introduce a shift to women working conditions (i.e. working conditions which are decent and gender sensitive as such their labour is not in vain and their burden of work is reduced).

3. Methodology and Process

ActionAid Tanzania is seeking to engage an expert consultant to deliver this assignment. The consultant is expected to design an art work from the scratch, of the image and logo which represents the campaign agenda. The consultant(s) is/are expected to work closely with the campaign taskforce team (as led by AATz) to ensure that the art work reflects the objectives of this campaign.

4. Deliverables

- Submission of first draft of sample designs of 3 different images and 3 different logos designed from the scratch, for review by the client and for selection of preference for final product refinement.
- A brief description of the interpretation of each designed logo to show its linkage with the campaign (a one-pager word document).
- Final submission of one selected image and one selected logo which has the following criteria
 - Compatible for use in the following formats – JPEG, PSD, PDF & PNG
 - HD (high resolution) photo of the image and logo that are suitable for enhancement for printing purposes and electronic distribution, without losing its original version / format.
- A simple guideline on how to edit / alter (enhancement /enlargement) of the image and logo.

5. Indicative timeframe

This assignment is expected to be completed within duration of 10 working days i.e 5 days for art work designing and 5 days for feedback with the client and for refinement of the final product.

6. Payment schedule

50% of the total consultancy fee will be disbursed once the consultancy contract has been finalized and the remaining 50% after the final work has been finalized and agreed.

- **PLEASE NOTE:-** The Inception Workshop(s) **DOES NOT** form part of the contracting process.

7. Qualifications

ActionAid Tanzania is looking for a qualified and experienced consultant or team of consultants (graphic designer / illustrator / cartoonist / layout expert). The consultant(s) is/are expected to have a well-built experience on designing art works that are suitable for programme / project related campaign work or for organization's programme / project needs/use. The consultant should also have a proven understanding and ability to design vector-based imagery.

8. Additional Criteria

The consultant should also possess the following;

- A registered certificate / license of consultancy service
- A business TIN (Tax Identification Number)

9. How to Apply;

Interested and QUALIFIED candidates are invited to apply, submitting the following documents;

- Two (2) copies of technical proposal and two (2) copies of financial proposals – in two separate envelopes, signed and sealed if physically submitted through the address indicated below OR you can email your proposals through the email indicated below
- A copy of CV / CVs of the consultant(s) who will undertake the study assignment
- Contact details of two (2) references
- Sample of relevant previous artwork designed and published on the related subject
- A copy of registration certificate / license
- A copy of the business TIN

Please send your applications to the following address;

Procurement and Logistics Officer

ActionAid Tanzania

Mikocheni B Area, Makuyuni Street Plot No. 79

P. O Box 21496

Dar Es Salaam, Tanzania

OR

Email your bid to: olympia.venance@actionaid.org

The Deadline for this application is 6th November, 2019.