

GCP/TRI/003/GFF

Improving Forest and Protected Area Management in Trinidad and Tobago

Contract to provide graphic design services

TERMS OF REFERENCE

1.0 Background

The Food and Agriculture Organization of the United Nations (FAO/UN) is implementing a four year project, *Improving Forest and Protected Area Management in Trinidad and Tobago*, on behalf of the Government of the Republic of Trinidad and Tobago. The overall project goal is to conserve globally important biodiversity and ecosystems in Trinidad and Tobago. The objectives are to facilitate the development of a new system of protected areas (PAs) for Trinidad and Tobago, consistent with country's approved 2011 Protected Areas Policy, by:

- Proposing a new PA system for conservation of biodiversity;
- Increasing management effectiveness of PAs; and
- Increasing the capacity for sustainable financing of PAs management.

One of the key project outputs is to prepare management plans for six pilot protected areas (PAs) to guide improved management. These pilot PAs are in Northeast Tobago, Tobago Main Ridge Forest Reserve, Matura Forest, Nariva Swamp, Trinity Hills, and Caroni Swamp. Further background information on the project is available at <http://eppd-tt.blogspot.com/p/gef-improving-forest-and-protected-areas.html>.

Currently, the Project Coordination Unit is facilitating a number of activities with five Subcommittees established for the pilot protected areas which contribute to achieving this output. The work of these Subcommittees, coupled with research that is being undertaken through desk reviews and on-the-ground surveys has generated and continues to generate a large volume of information pertinent to these six pilot sites, as well as other protected areas in Trinidad and Tobago.

The activities undertaken throughout the course of the project will produce key outputs which are intended to be printed or produced in electronic format and used as guidance and reference materials for improved management and promotion of protected areas in Trinidad and Tobago. The content of these materials will be generated through the Project Coordination Unit (PCU) of the FAO/UN and will require the input of professional design and layout services.

The proposed outputs will include:

- A Workshop Report template and four (4) print-ready workshop reports;
- A print-ready report for the project's Knowledge, Attitudes and Practices (KAP) surveys
- A guidelines document/manual template and three (3) print-ready guidelines documents/manuals;
- Information posters, fact sheets and leaflets/brochures;
- Signage for interpretive trails and boundaries of protected areas;
- Social media platforms;
- National website; and
- Video resources.

2.0 Objectives and Scope of Work/Services to be provided

The **principal objective** of the assignment is to provide graphic design services as follows:

- Attractive and relevant graphical design, incorporating elements that are representative of the subject matter of forest and protected areas (the “look and feel” design) which can be applied as a standard design of all printed materials to allow consistency across all output materials;
- Improve and edit art-work, photographs, charts and other graphic elements supplied by the PCU for production of output materials;
- Design and layout of reports, guidelines documents/manuals for printing and electronic distribution;
- Design and layout of communication materials - posters, fact sheets and leaflets/brochures;
- Designs for use in the development of outdoor signage (trails and protected area boundaries);
- Animations for illustrative purposes such as animations, video presentations and more advanced solutions (design of CD/DVD packaging);
- Design of creative graphic and technical solutions for use in online and social media platforms

3.0 Activities

3.1 *Inception meeting*

The provider is expected to meet with the Chief Technical Advisor, Project Coordination Unit, FAO in order to describe, define and reach agreement on key elements desired in the development of designs and layout for each output product.

3.2 *Design consultations*

The provider is expected to meet with the Chief Technical Advisor, Project Coordination Unit, FAO in order to propose (i) initial and (ii) amended drafts designs and layout for consideration for each specified product and subsequent finalisation.

3.2 *Development of fully designed, formatted and print-ready outputs*

The provider will provide to the Chief Technical Advisor, the Project Coordination Unit final versions of the fully designed, formatted and print-ready versions of the requested outputs

4.0 **Outputs**

The outputs of this consultancy are as follows:

- An approved concept design for use across all output products (documents, electronic format) which fulfils the specifications outlined by the Project Coordination Unit, FAO
- A workshop report template and four (4) fully designed, formatted and print-ready workshop report documents
- A fully designed, formatted and print-ready report on the project's Knowledge, Attitudes and Practices (KAP) surveys
- A guidelines document/manual template and three (3) fully designed, formatted and print-ready guidelines documents/manuals
- Six (6) fully designed, formatted and print-ready information posters
- Six (6) fully designed, formatted and print-ready fact sheets
- Six (6) fully designed, formatted and print-ready leaflets/brochures
- Layout and design of outdoor signage – interpretive trail information (8) and name of site (6) - for six protected areas
- Design for use on online and social media platform: Facebook, Instagram

5.0 **Duration**

The intended length of this consultancy is **one year**, with services expected to be delivered according to the following schedule:

Activity	Deliverables	Expected date of delivery
Inception Meeting	Inception Report in which the service provider submits a profile of the services that will be provided is alignment with those requested and a workplan that outlines the schedule for development of outputs	Two weeks after signing of contract
Design consultation 1	Draft designs/Amended designs - Template for workshop reports - Template for guidelines document/manuals - Poster - Fact sheet - Leaflet/brochure - Interpretive trail and protected area signage - Design for online platforms	Four weeks after signing of contract
Design consultation 2		Five weeks after signing of contract
Development of fully designed, formatted and print-ready outputs	Approved general design and design for use on online and social media platforms	Six weeks after signing of contract
	Template for Workshop Report	
	Template for Guidelines Document/Manual	
	Print-ready Workshop report 1	
	Print-ready KAP surveys report	As mutually agreed
	Print-ready Workshop report 2	“
	Print-ready Fact Sheets 1-2	“
	Print-ready leaflets/brochures (6)	“
	Print-ready Workshop report 3	“
	Print-ready Workshop report 4	“
	Print ready Fact Sheets 3-6	“
	Design of outdoor signage for six protected areas and 8 interpretive trail points	“

6.0 Qualifications and experience

Minimum Requirements

Education: Certification in graphic design from an accredited institution; and

Experience: At least 5 years of professional experience in graphic design; clientele in key sectors is desirable - Government Ministries, research institutions, educational institutions, professional bodies, tourism and natural resource sector

7.0 Application process

Persons interested in conducting the work are invited to present a short concept paper on how to implement the consultancy. Applications should be submitted to Neila Bobb-Prescott, Chief Technical Advisor at Neila.BobbPrescott@fao.org by 3rd April 2017.