



Terms of Reference/Call for Proposals

Design and Print Materials for iPLAY project

Deadline for submission: 9am, 3 August, 2020

1. General Provisions

1.1. Contracting Authority / Tendering Organization

This call is issued by VVOB Vietnam, represented by its Country Programme Manager, Mr. Wouter Boesman.

Address: 4floor, E3 building, Trung Tu Diplomatic Compound, No 6 Dang Van Ngu, Dong Da district, Hanoi.

The call will be followed up by Do Thi Hong Hanh, Communication Advisor. All correspondence with regards to the content and procedure of this call should be sent to Ms. Do Thi Hong Hanh via email: hanh.dth@vjob.org

1.2. Background on the organization

VVOB – education for development VVOB – education for development is an organisation based in Belgium with more than 35 years of experience in sustainably improving the quality of education systems. VVOB has received support for this from multiple leading funding partners, adding up to a total annual budget of over 13 million euros spread over 10 country programs. VVOB reinforces the capacity of ministries of Education and their institutions to implement their education policies as effectively as possible. This guarantees the sustainability of results. The geographical, thematic and operational choices VVOB makes in each programme are informed by relevant research and the policy priorities of VVOB’s partner countries and formulated in partnership with their governments.

VVOB in Vietnam is implementing the project “iPLAY Vietnam – Integrating Play-based Learning Activities among Young learners in Vietnam” in Lai Chau, Ha Giang, Thai Nguyen, Ha Noi, Quang Tri, Da Nang, Quang Ngai and Ho Chi Minh City (12/2019 – 11/2023). In the framework of iPLAY, VVOB is currently coordinating with the Ministry of Education and Training to integrate learning through play (LtP) in the public primary schools in Vietnam. As such the objectives of the new General Education Curriculum that has been issued by the Vietnamese government will be met by helping young learners to acquire a breadth of skills, including cognitive as well as social, creative, physical and emotional skills. To this effect, the project will train (1) primary school teachers on how to apply play-based learning methodologies in the context of the new curriculum and (2) school leaders and district officials on how to create an enabling environment for teachers to integrate LtP including through the facilitation of school-based teacher professional development. VVOB will develop **2 materials**: (1) **a LtP pedagogical guide**, laying out the principles and objectives of LtP, its connection to the new curriculum, as well as providing concrete examples that inspire teachers to integrate LtP in the primary classroom and (2) **a LtP peer-learning roadmap** to guide school leaders and district officials to organize school-based teacher professional development sessions that empower teachers to implement LtP.

Find more information on our social media channels:

<https://www.youtube.com/VVOBVietnam>

www.facebook.com/vjobvietnam

2. Technical Provisions

2.1. Context of the Consultancy

This Term of Reference is made to call for a proposal of providing service on Designing (graphic design and layout) and Printing the two Materials of iPLAY project - (1) **LtP pedagogical guide** and (2) **TPD peer-learning roadmap** with following objectives:

- To proofread, design and layout the text of the two materials into web and printable format (including book covers).
- Process procedures for the copyright and publishing licence for these two materials
- Manuscript formatting of up to 70 pages x 2 Materials (English or Vietnamese), ensuring that the materials are attractive, useful, educational; font, character style, line spacing, paragraph style, pages numbers, margins, and layout all meet an editor's expectations. The designed materials must include title page, copyright page, table of contents, photos, illustrations, charts, tables, graphics, infographics, bibliographies, annex, etc. The materials target Primary Education educators in Vietnam and this context needs to be represented in a diverse, non-stereotypical and gender responsive manner.
- To edit the design and make suggestions to improve its flow and unison
- Top-quality printing of 6,000 copies of LtP Guide + 6,000 copies of Peer-Learning Roadmap Guide in Vietnamese and 500 copies x 2 Materials in English. Size depending on creative concept proposal, using A4 as reference , print 4/4-colour (CMYK), paper inside 140g, Cover 250g, .
- The materials will be published both online and printed under a creative common licence.
- Delivered at Hanoi/ Danang, Vietnam.

We expect the service provider to deliver a preliminary draft, a final draft and a finalised document (make at least 03 revisions based on inputs from the VVOB experts).

2.2 Detailed Expectations

Consistency in style, layout, graphic design and illustrations throughout the document is mandatory.

2.2.1 Graphic Design/Lay out:

- The design should be sober but attractive and somewhat fun in addition to accentuating the structure of the document. Graphic elements such as text boxes and symbols can be used to place emphasis on specific sections and sub headings.
- Coloured.
- Design for web can/should be dynamic and interactive (moving, clickable, zoom,...), so it can be different from print but with the same content.
- Size depending on creative concept proposal, using A4 as reference.
- Consistent throughout the package.
- Balanced page lay out that encourages reading (not too much text on a page).
- As for the illustrations within the text the illustrator would need to interact with the text and see where illustrations best fit.
- The lay-out is available for both English and Vietnamese text.

2.2.2 Illustrations:

- Simple, creativity and playful coloured drawings
- In line with the text
- Attractive and appropriate with primary education
- Appropriate to Vietnamese context
- Original and without stereotypes
- Reflect diversity and equity, for example:
 - teacher can be a man
 - a girl can be taller than the boys
 - girls are not always in pink, boys are not always in blue
 - show a mix of Kinh and ethnic minority children
 - with glasses and without,
 - some more rural, some more urban, some more mountainous settings
 - - ...
- The tools or accessories which are used by the people should occasionally challenge stereotypes (e.g. household items for boys and work equipment for girls instead of always the other way around)
- The main elements could feature throughout the manual to create unity and recognition.

2.3 Timeline for design and printing products

Deliverables:

- Master files of the packages in English and Vietnamese must be at a level that it is ready for printing.

- Master file of all elements (drawing, graphs, diagrams,) in the package (AI file)
- Versions of the file that is prepared for online use (screen ready, lower resolution, ...)

No.	Activity	Timeline	Expected delivery
1	Analysing the content, propose concept and draft design for the two materials	- From 24 August – 14 September 2020	- Agreed the concept for both materials - Draft Design/Layout
2	Edit and Finalise Design Materials	- 14 – 23 September, 2020	- Final proofs of the two materials
3	Submit for copyright and publish license to publishing house	From 24 August – 14 September 2020	Publishing licence's issued.
4	Print and Deliver 100 copies of the two materials for events	1 October 2020	100 copies of each materials are delivered to VVOB office.
5	Update information and design of the two materials.	From January – 30 April 2021	Finalise Design of the 2 materials with updating all contents. The final e-versions of the 2 materials are ready to post online
6	Print and Deliver the rest quantities of the two materials	30 May, 2021 (TBA)	12,000 copies of the two materials in Vietnamese and 500 copies (TBA) of the two materials in English are delivered to VVOB office

3. Profile of the consultant(s)

The service provider will be required to have the following:

- More than 2 years of experience working in similar field.
- Creative, out-of-the-box ideas about what the final products will look like.
- Be able to work with text delivered in Vietnamese and English.
- Good time management to meet tight deadline.
- Extensive experience in producing development work related design and printing materials for international organisations with the aim of reaching both local and international audiences is a plus.

- Excellent technical capacities to ensure smooth and high-quality production.

○ **Duration of assignment:**

The assignment is from 10th August 2020 to 30th May 2021.

○ **Application requirements / Expectations regarding proposals:**

Interested applicants should send their proposals together with a sample of their portfolio, preferably with previous assignments of a similar nature.

A valid application will include:

- A draft or sample of a design, illustration or editing proposal. This is to give us an idea how you would interpret this assignment.
- A sample of your portfolio.
- At least 3 reference contacts of previous work assignments.
- Proposed timeline.
- Please include a breakdown of the costs of the single elements (graphic design/layout, illustrations, editing, printing test versions and printing the total quantity).

Your updated budget estimate should be clear on the following:

ITEM	Unit Cost	Quantity	Estimated Cost
Keeping in mind the assignment description above what is your estimation of the number of pages this will result in?			
Design and layout (Including graphic and illustration elements such as symbols, textboxes, etc)	per page		
Publishing Licence fee			
Unit cost for Updating/ Editing the design			
Unit cost for Printing			
<ul style="list-style-type: none"> • Test 100 copies for each material 			
<ul style="list-style-type: none"> • The rest quantity – 12,000 copies in Vietnamese for both material 			
<ul style="list-style-type: none"> • 500 copies in English for both material 			
Total			

Deadline for proposal submission: by 9am, 03 August, 2020

The proposal be emailed to: hanh.dth@vovob.org

4. Administrative Provisions

4.1. Eligibility criteria

- Call is open to consultants who meet required experience, expertise, skills etc. as specified higher
- Sub-contracting is not permitted.
- Compliance with all administrative requirements (such as travel documents, visa, residence permits, tax obligations, work permits...).
- Compliance with all legal obligations (withholding tax, fiscal obligations and social obligations...).

4.2. Awarding criteria and procedure

Proposals that meet the administrative requirements will be {reviewed by an evaluation committee and} ranked on the following criteria:

- **Technical proposal (70 points)**
 - ❖ Consultants' qualifications (20 points) on the basis of CVs, list of previous relevant/similar work...
 - Proven experience
 - Expertise
 - ❖ Quality of the technical proposal (50 points)
 - Style
 - Creativity
 - Proposed time schedule
 - Appearance of proposal

Only proposals that have at least 70% of the maximum points on the technical part, will be considered for evaluation of the financial part.

- **Price (30 points):** lowest proposal gets the maximum points
 - Calculated as: $30 \times (\text{price lowest proposal} / \text{price proposal})$

Technical		.../70
• qualifications	.../20	
• quality	.../50	
Price		.../30
Total		.../100

VVOB will establish an internal committee to evaluate and rank the received proposals based on the above criteria. If deemed necessary or advisable, VVOB may decide to further negotiate the proposal with one or more service provider in one or more rounds. These negotiations may result in an adapted proposal by the consultant and subsequent modifications in evaluation and ranking of the proposals by the committee.

All qualified respondents will be notified about the final decision. The consultant with the winning proposal shall be offered a contract stipulating standard VVOB contract terms and the Terms of Reference.

VVOB reserves the right to re-advertise the Terms of Reference in case no suitable proposal was received.

5. Payments / Payment schedule

- The service provider's payment shall be based on the financial proposal developed for this consultancy.
- Payment shall be made in 4 instalments of;

PAYMENT	CONDITIONS
FIRST PAYMENT: 30% OF DESIGN FEE, PUBLISHING LISENCE FEE AND PRINT 100 COPIES	AFTER SIGNING CONTRACT AND UPON SUBMISSION OF INVOICE
SECOND PAYMENT: 70% OF DESIGN FEE, PUBLISHING LISENCE FEE AND PRINT 100 COPIES	FINAL PAYMENT UPON SUBMISSION OF THE FINAL PRINT AND DELIVERY
THIRT PAYMENT: 30% OF PRINTING FEE THE REST AMOUNT	FINAL PAYMENT UPON SUBMISSION OF THE FINAL OUTPUTS, HANDOVER ALL MASTER FILES OF THE PACKAGE AND GRAPHIC ELEMENTS
FINAL PAYMENT: 70% OF PRINTING FEE THE REST AMOUNT	FINAL PAYMENT UPON SUBMISSION OF THE FINAL OUTPUTS, HANDOVER ALL MASTER FILES OF THE PACKAGE AND GRAPHIC ELEMENTS

6. Information, confidentially and intellectual property

The consultant undertakes for the duration of the consultancy to grant VVOB immediate and free access to any documents, in written, printed, electronic, or magnetic form, in his/her possession, that may contain information with respect to the consultancy. Upon termination of the consultancy, the consultant shall immediately and on his/her own initiative return to VVOB any documents, in written, printed, electronic, or magnetic form, in his/her possession, that may contain information with respect to the consultancy. The consultant commits him/herself not to disclose to any person any confidential information; disclosed during the implementation of the consultancy. Nor will he/she use this confidential information for own or other's purpose.

The consultant must promptly notify VVOB of all intellectual property arising in connection with the consultancy services. VVOB shall own and control all intellectual property that, after the date of the consultancy, is created or conceived by or for the consultant, or otherwise arises, in connection with the consultancy services; and the consultant shall not contest that ownership, or control, with respect to Vietnam or elsewhere. VVOB solely and exclusively has the right, from the creation of any such intellectual property and during and after the term of the consultancy, to publish, disclose, sell, dispose of, exploit commercially and otherwise deal with or use it, and may do so in any way that VVOB sees fit. Any intellectual property or licence costs shall be included in the financial proposal.

6.1. Supervision and monitoring of the consultancy

The consultancy shall report to Ms. Do Thi Hong Hanh who will be in charge of the supervision and monitoring of the consultancy services. This includes:

Technical and administrative follow-up of the delivered services until completion