

Terms of Reference

Graphic Designer

Type of Contract: IC (Individual Contract through UNDP)
Post Level: Consultant
Languages Required: *English and Russian*
Starting date: *26 October 2020*
Duration: *estimated 3 months (app. 30 working days)*
Location: *Home-based*
Application Deadline: *20 October 2020*

Please note that UNDP is not in the position to accept incomplete applications - please make sure that your application contains all details as specified below in this notice.

1. Background

The United Nations Human Settlements Programme (UN-Habitat) is the lead United Nations agency for cities and human settlements. The agency is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all and sustainable development. The main documents outlining the mandate of the organization are the Vancouver Declaration on Human Settlements, the Habitat Agenda, the Istanbul Declaration Human Settlements, the Declaration on Cities and Other Human Settlements in the New Millennium, and UN General Assembly Resolution A/56/206. UN-Habitat, being the focal point for all urbanization and human settlement matters within the UN system, has a role in delivering the 2030 Sustainable Development Agenda, adopted by Member States in 2015, specifically goal 11: make cities and human settlements inclusive, safe, resilient and sustainable.

UN-Habitat's Strategic Plan creates a strong narrative of change, clearly articulating the relationship of sustainable urbanization with the overall notion of sustainable development. In this plan, monitoring and knowledge is an integral 'organization performance enabler' for the attainment of desired change propounded by Strategic Plan. As cited in the Plan, "a focus on normative work repositions the organization in the framework of the reform of the United Nations development system by emphasizing its unique value and demonstrating its readiness to contribute in a meaningful manner to the identification of national and regional problems, challenges and opportunities." As further highlighted in the Strategic Plan, "the monitoring of urban conditions and trends at the country, regional and global level is essential for the reporting of progress on Sustainable Development Goal 11 and providing evidence-based information to build sustainable urban policies at every level of urban governance". The Voluntary Local Review as a key instrument for this organization enabler.

UN-Habitat's work in the Russian Federation and CIS

UN-Habitat's Project Coordination Office for Countries of the Commonwealth of Independent States (CIS Coordination Office) is based in Moscow, Russian Federation. The Office coordinates UN-Habitat's work in these countries, in close consultation with Headquarters in operationalizing specific technical areas of UN-Habitat's Strategic Plan.

UN-Habitat has had a long-standing presence in Russia since 1989, when the UN-Habitat Executive Office in Moscow was initially launched. Since then, UN-Habitat has led several advisory, normative and capacity building activities across several cities in country. UN-Habitat is a member of the Ministry of Construction's Advisory Council on Urban Environment which serves as a practical platform to engage in the implementation of global urban agenda in the Russian Federation and the city of Moscow. UN-Habitat has since 2018 been a global partner of the Moscow Urban Forum, and recently implemented the first City Prosperity Index in the region in Tomsk during 2018-2019.

The delivery of project will be coordinated by the CIS Coordination Office based in Moscow, where a large component of the staff/consultants will be based for the duration of Phase 1, to facilitate the collection of data, as well as advocacy and liaising activities among local stakeholders. The above will also ease the organization of workshops and support content elaboration for MUF 2020, scheduled to be held in July 2020. The normative oversight of the work will be led through UN-Habitat's Headquarters in Nairobi, including the Urban Practices Branch and other relevant Units.

The project: Moscow's first SDG Voluntary Local Review

This project aims to demonstrate how the City of Moscow is repositioning itself in the international arena to lead the implementation of the 2030 Agenda among other global cities and accelerate momentum for SDG localization. While the SDGs are not legally binding, national and local governments are expected to take ownership and establish proper frameworks and implementation mechanisms. The 2030 Agenda explicitly emphasizes the need for an inclusive and localized approach to the SDGs stating that 'governments and public institutions will also work closely on implementation with regional and local authorities, sub-regional institutions, international institutions, academia, philanthropic organizations, volunteer groups and others.

Moscow is among the world's largest cities, being the 14th largest metro area, the 18th largest agglomeration, the 14th largest urban area, and the 11th largest by population within city limits worldwide. Also, Moscow is the major political, economic, cultural, and scientific centre of Russia and Eastern Europe. Despite their significant influence, there have been notably few initiatives so far to localize the SDGs in global megacities. Moscow is well positioned to become a global city SDG champion, building on the immense social and economic importance of the Russian capital, not only at a national and regional level but also at the global stage.

The aim of the project is to develop the first SDG Voluntary Local Report for Moscow and progress advances on the fulfilment of the 2030 Agenda. The project will also collect data and best practices on other megacities to better understand specificities of Moscow in implementing the 2030 Agenda.

The activities and responsibilities of this consultancy are under the programmatic umbrella of the above-mentioned project and under overall supervision of the Coordinator of the Project Coordination office for Countries of the CIS in close collaboration with the Programme Manager of the Office, based in Moscow. The United Nations Human Settlements Programme, UN-Habitat, is the agency for human settlements. It is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all. UN-Habitat is playing a key role implementing the Goal 11 of the Sustainable Development Goals adopted in September 2015 as well as the New Urban Agenda adopted in Quito, Ecuador in October 2016.

2. Description of Responsibilities

The objective of this assignment is to produce well designed materials in English and Russian for the different components of the above-mentioned project. In general, and with support and guidance from the Project Coordinator, the contractor will be responsible for the design and layout, as well as the production of print-ready files and ensuring that publications meet UN-Habitat and the Agenda 2030 standards. The contractor is expected to work on variety of products ranging from reports, brochures, factsheets, major publications, posters and other graphics on several areas.

The Contractor's tasks may specifically include (but are not be limited to) the following:

- Support in the elaboration of reports, brochures and online material through visual graphic design materials;
- Develop designs for communication materials of the Voluntary Local Review based on the guidelines of UN-Habitat and the 2030 Agenda;

- Provide recommendations on the best and most relevant visual design style and materials suitable for the projects' target audience;

Examples of assignments include (but may not be limited to):

- 1) Overall design concept for project communications products, such as:
Reports and publications
- 2) Project communications materials such as backdrops and banners, infographics (please provide quote);
- 3) Brochures including a cover page and page template; (please provide quote),
- 4) Leaflets (please provide quote)
- 5) Posters (please provide quote)
- 6) Visual elements for social media campaigns (please provide quote);
- 7) Other documents related to this project.

For each agreed communication product assigned, the Contractor will:

- * Provide 2-3 design/layout options;
- * Design and layout the assigned communication product;
- * Submit preliminary layouts for discussion;
- * Revise the selected layout as discussed;
- * Submit a draft to the Project team for proofreading;
- * Ensure all corrections have been inserted;
- * Prepare electronic files for the printer (if requested);
- * The project team will provide copy-edited text in Microsoft Word files, as well as, relevant logos (with branding specifications), photographs, artworks and any other necessary information that the designer requires to deliver final designs of agreed communications products.

Duration

The Consultant will be contracted based on a framework agreement for a period of three months with a maximum of 30 working days.

Month 1	10 working days	33,3% time required
Month 2	10 working days	33,3% time required
Month 3	10 working days	33,3% time required

Travel requirements

No travel is assigned at this stage.

Schedule of payments and expected outputs

This contract will cover work of up to 30 days, and payments will be made upon completion of each month period and upon submission of a certificate of payment request on monthly basis.

3. Competencies

Corporate competencies:

- Demonstrates integrity by modeling the UN's values and ethical standards;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Treats all people fairly without favoritism;
- Promotes the vision, mission and strategic goals of UN-Habitat

Technical competencies:

Good critical thinking skills to solve visual design challenges;
Willing to work flexibly to accommodate inputs and direction from the production team;
Good interpersonal and networking skills, ability to establish and maintain effective working relations and support and encourage open communication in the team, and facilitates teamwork;
Proven networking, teambuilding, organizational and communication skills.

Functional competencies:

Knowledge Management and Learning: Demonstrates practical knowledge of inter-disciplinary development issues; Seeks and applies knowledge, information, and best practices from within and outside of UN-Habitat.

Client Orientation: Maintains relationships with clients, focuses on impact and result for the client and responds positively to feedback; Consistently approaches work with energy and a positive, constructive attitude.

Professionalism: Demonstrates openness to change and ability to manage complexities; Demonstrates strong oral and written communication skills; Able to plan and organize work and establish priorities; Results-driven, and able to take initiative; Pays high attention to detail; Able to work with minimum supervision; Remains calm, in control and good humored even under pressure.

4. Required Skills and Experience:

Education:

Minimum Bachelor's degree in graphic design, visual arts, communications and/or media, web design or other closely related field.

Experience:

- A minimum of 2 years of progressively relevant professional work experience with design of reports and promotional materials (required);
- Proven experience of graphic production from start to published/printer product with knowledge of printing processes (off-set and digital) and color management (please attach or provide links to at least 3 samples of previous work in your application);
- Strong theoretical and practical background and advanced skills in current graphic design practices and web production software, including Adobe Designs or similar (e.g. Photoshop, Illustrator, InDesign);
- Experience working with the UN branding and communication practices is an advantage;
- Experience with on-call assignments with the UN or international development partners is preferred.

Languages:

Excellent oral and writing communication skills Russian, working knowledge of English is a prerequisite.

Scope of Price and Schedule of Payments

The resulting Individual Service Contract will be a mutual arrangement between UN-Habitat and an individual to provide the required services at prescribed prices over a period of 3 months. Under an IC Contract, UN-Habitat does not warrant the maximum number of days of service will be purchased during the term of the contract as this will depend on actual needs. Therefore,

although the IC Contract will have a ceiling amount that may accrue to the Consultant during the life of the IC Contract, the ceiling amount shall remain as an upper limit and must not be interpreted nor understood as a financial commitment or guarantee of business volume.

Services will be delivered on a on-call basis;

Payment will be made based on the actual number of days worked and satisfactory performance of each Deliverable as specified in the call-off from UN-Habitat. On completion of each assignment, the Contractor will submit an invoice for approval by the UN-Habitat Project Manager that the Contractor has delivered the contract obligations in a satisfactory manner;

Payments will be made only upon confirmation of UN-Habitat on delivering on the contract obligations for each designed communications product in a satisfactory manner.

5. Evaluation of Applicants

Individual consultants will be evaluated based on a cumulative analysis taking into consideration the combination of the applicants' qualifications and financial proposal.

The award of the contract should be made to the individual consultant whose offer has been evaluated and determined as: a) responsive/compliant/acceptable, and b) having received the highest score out of a pre-determined set of weighted technical (P11 desk reviews) and financial criteria specific to the solicitation. Only candidates who receive min 70% of points in technical evaluation (Criteria A-J) will be considered for the financial evaluation.

Technical Criteria - 70% of total evaluation – max. 70 points:

- Criteria A: Educational background – max points: 10;
- Criteria B: A minimum of 2 years of progressively relevant professional work experience with design of reports and promotional materials – max points: 20;
- Criteria C: Proven experience of graphic production from start to published/printer product with knowledge of printing processes (off-set and digital) and color management – max points: 15;
- Criteria D: Strong theoretical and practical background and advanced skills in current graphic design practices and web production software, including Adobe Designs or similar – max points: 15;
- Criteria E Experience working with UN and/or UN-Habitat branding and communication practices – max points: 5;
- Criteria F Excellent oral and writing communication skills in English and Russian – max points: 5;

Financial Criteria - 30% of total evaluation – max. 30 points.

Financial Evaluation - 30% of total evaluation – (max. 30 points) shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal of those technically qualified.

6. Application procedures

The application submission is a two-step process. Failing to comply with the submission process may result in disqualifying the applications.

Step 1: Interested candidates must include the following documents when submitting the applications (Please group all your documents into one (1) single PDF attachment as the system only allows upload of one document):

- Filled P11 form or CV including past experience in similar projects and contact details of referees (blank form can be downloaded from http://www.eurasia.undp.org/content/dam/rbec/docs/P11_modified_for_SCs_and_ICs.doc);
- At least 5 work samples demonstrating past experience;
- Copies of University diplomas/certificates;

Step 2: Submission of Financial Proposal Only shortlisted candidates will be contacted and requested to provide a financial offer.

Due to large number of applications we receive, we are able to inform only the successful candidates about the outcome or status of the selection process.