

ToR for Bridge 47 publication graphic designer/s

1. About Bridge 47

The Bridge 47 project aims to mobilise global civil society to contribute to global justice and eradication of poverty through global citizenship education. The Bridge 47 project focuses on the following areas:

1. Bridge 47 network: The project sets up a vibrant global coalition in support of global citizenship.
2. Advocacy at national, EU and global level. The project works to change policies at national, EU and global level to better recognize the essential role of Global Citizenship Education in achieving Agenda 2030, global justice and eradication of poverty.
3. Development of partnerships: The project creates new partnerships – advocacy, knowledge exchange and exploratory partnerships – with a range of different actors, from policy makers to academia, and from media to police and military, in support of Global Citizenship Education.
4. Capacity development and innovation: The project builds the capacity of European and civil society organisations to work with and create innovations for Global Citizenship Education.

2. Purpose of the role

The purpose of the graphic designer's role is to create **9 different visual publications** using an InDesign template which will be provided by Bridge 47. These publications will all follow the Bridge 47 visual identity. They support advocacy for more space for Target 4.7. of Agenda 2030 in European and global policies.

There are 8 publications related to Bridge 47 Advocacy work

Background info: in 2019, Bridge 47 organised an event called Envision 4.7., which brought together civil society organisations, civil servants of national governments, MEPs, European and global organisations, and together wrote a Roadmap for SDG Target 4.7 for Europe, called the Envision 4.7 Roadmap. The advocacy research consultants will use the Envision 4.7. Roadmap, and the supporting Envision 4.7. policy papers as

key references and starting points for their work, in particular for research topics 1-7. While the roadmap and policy papers were created for a European context, the consultants will approach the research topics from a more global perspective (with the exception of topic 7). The research on topics 1-7 is intended to further deepen the understanding of the topics and recommendations raised in the roadmap and support the Bridge 47 Network in advocacy for its implementation, while research on topic 8 is intended to support the Bridge 47 Network in better anticipating and responding to future challenges and trends.

The advocacy publications are as follows:

1. Transformative Education
2. Lifelong learning supported through formal, non-formal and informal education
3. Cross-sectoral cooperation
4. Indicators for 4.7.
5. Competencies for 4.7.
6. Resources for 4.7.
7. A Pan-European strategy for 4.7.
8. Foresight and 4.7.

There is an additional publication relating to the Bridge 47 network:

The Bridge 47 Network is a vibrant coalition in support of transformative learning across continents. One of the overarching goals of the Bridge 47 Network is to bring GCE and transformative learning more broadly to civil society audiences, who have not previously necessarily worked extensively with education. We are doing that by creating a space for members to collaborate on transforming our societies through education and to help them spot inspiring, out of the box opportunities for cooperation. We aim to present the case for transformative learning and the SDG Target 4.7 as crucial for achieving all sustainable development goals of Agenda 2030.

The designer can take inspiration from previous Bridge 47 publications on:

1. Measuring and Monitoring Target 4.7 found [here](#)
2. Estonian partnerships web book found [here](#)

4. Main Deliverables

- There are nine publications in total. One publication is for the Bridge 47 Network, the other 8 publications are a series of Bridge 47 advocacy publications.
- Each advocacy publication will require a specific key visualization (mindmap or other) which the author will have already described or sketched out. The designer will need to find a way to bring each of these to life visually.
- Each advocacy publication is 15-20 pages each and will require some graphic elements. Some elements will be provided, and some will need to be created by the designer.

- The network publication is 30-35 pages and will require some graphic elements. Some elements will be provided, and some will need to be created by a designer.
- Each publication will require a unique cover that the designer creates.
- The advocacy publications should have a cohesive visual theme to each other since they are a part of a series, but each one is unique in the contents and specific cover design.
- The publications are expected to be finished one at a time with varying due dates. The final products will be finished between early June and July 15, 2021, depending on the publication.

5. Management and support

The consultant will be supported by, and work in close collaboration with the Bridge 47 Communications Coordinator and other members of the Bridge 47 Team.

The overall management responsibility of the consultancies is with Fingo – Finnish Development NGOs.

6. Requirements

Applicants may be individuals, groups of individuals with a designated team lead.

The applicants must have at minimum the following qualifications:

- Experience with InDesign
- Preferable previous experience working with civil society organizations as a graphic designer
- Demonstrated experience in creating publications
- Excellent written and oral communication in English, excellent copy-writing skills and ability to create engaging content.

Additionally, the application/offer is invalid if the applicant:

- Has been convicted of an offence or a crime concerning professional conduct by a judgment which has the force of res judicata
- Has engaged in corrupt, fraudulent, collusive and/or coercive practices.
- Is not a legal person/natural person effectively established in a Member State or a country, territory or region mentioned as eligible by the relevant regulation/basic act governing the eligibility rules as per Annex a2 to the [Practical Guide](#). (If you are unsure whether you are established in an eligible country, do not hesitate to contact us)

7. Timeline

The content of the individual publications will be available at different points (depending on the publication) between early to mid-June. We expect the final versions to be completed a maximum of three calendar weeks after the handover of materials.

8. Application process

Interested applicants should submit a tender including technical and financial offer with the title “Graphic Design Consultancy” no later than 5 May to contact@bridge47.org.

You can submit an offer for one or more publications according to your capacity. Joint applications of several designers are encouraged. Indicate the maximum amount of publications you can take on within the indicated timeframe. One designer or a team of designers can submit a tender for all of the publications.

A few suitable candidates may be interviewed prior to final decision. We may choose more than 1 entity to reward the contract to 1 or more publications.

How to apply

Interested applicants should submit a tender including the following:

A. Technical offer

The technical offer (no more than 5 pages excluding annexes) should include the following sections:

- Methodology: Describe your overall approach and methodology
- Relevant experience: Provide details of similar scope, complexity and nature you have worked on previously.

- Specific expertise: Describe your level of knowledge and expertise with creating graphic design of publications
- Key personnel and staffing: Describe the key personnel. Include CVs (no more than 2 pages each and attached as annex) of key personnel who will be part of the proposed plan.
- Timeline: Include a detailed timeline of key activities.
- References (including telephone numbers) and links to previous work of similar nature

B. Financial offer

The financial offer should include a line-item budget and a budget narrative. The cost estimates used to prepare the budget should be presented in Euro. The tenderer should include their company information (including VAT numbers) and their proposed daily rate, which should include all costs per publication. Value for money will be considered in the tender evaluation.

9. Decision criteria

Decisions will be made by selection committee based on the following criteria:

- Previous experience of working with CSOs/NGOs
- Previous experience in graphic design of publications
- Quality of portfolio/previous work
- Expertise
- Value for money

10. Timeframe

Advertisement published: April 23, 2021

Deadline for submitting tenders: May 31, 2021 at noon CET

Selections take place: June 1, 2021

Consultants appointed and start working: Beginning June 2

Work completed: first publication will be finished by June 24, the others will be due at staggered dates. The last one will be finished by mid July.

11. Questions

Any overall questions should be directed to Communications Coordinator Gillion Vaughn.
Gillion.vaughn@bridge47.org

