

Poverty Reduction Fund

IDA Grant No. H685-LA

Graphic Designer PRF II IEC material

Communication Materials for PRF II Terms of Reference

(ONE YEAR CONTRACT, RENEWABLE)

Background

The Poverty Reduction Fund Project was legally established by Decree from the Lao PDR Prime Minister (No. 073/PM) on May 31, amended on September 29 (No. 222/PM) as an autonomous organization attached to the Prime Minister Office and overseen by the National Leading Committee for Rural Development and Poverty Eradication. The PRF was established with the specific goal of improving access to key public services, by building critical social and economic infrastructure at the village level within the country's poorest districts, based on a model of participatory community development whereby communities themselves decide on how resources are allocated, manage sub-project funds, implement and maintain sub-projects. Initially, the PRF received a World Bank credit of US\$20 million.

Building on an early track record of success, PRF received additional support in 2008 from both the World Bank (US\$15 million) and the Swiss Agency for Development and Cooperation (about US\$7 million). In 2010, the PRF also received additional funds (US\$410,000) from AusAID through the Global Facility for Disaster Risk Reduction, which is managed by the World Bank, to rebuild PRF supported infrastructure that had been destroyed by typhoon Ketsana. This overall financing envelope of US\$42 million has made the PRF one of the largest multi-sectoral rural poverty reduction programs in the country. Moreover, it is estimated that communities have contributed an additional US\$6.5 million equivalent towards the implementation of PRF-I activities, largely in the form of volunteer labor and local materials.

Monitoring data from PRF-I demonstrates that the program has delivered services in remote areas both quickly and in a cost-effective manner. Over the past eight years, PRF-I has supported 2,185 villages in 8 out of 17 provinces, covering 30 of the country's 144 districts, including 23 of the Government's 47 priority poverty districts. A total of 3,396 sub-projects have been completed, including construction of 91 bridges, 62 health dispensaries, 1,237 water supply points, and 155 irrigation schemes. PRF has also upgraded 3,042 km of 420 rural roads, and constructed or upgraded 597 schools. Data also shows that PRF construction has generally been of satisfactory technical quality and that these investments have enhanced the access of poor villages to important services particularly in the health, agriculture and education sectors.

In light of the positive results achieved by PRF-I to date, the GoL has decided to continue the initiative by launching an expanded second phase beginning in October 2011 and ending in 2016, with the objective of improving the access to and the utilization of basic infrastructure and services for the project's targeted poor communities in a sustainable manner through inclusive community and local development processes. With a total envelope of US\$ 65.7 million from the Government

of Lao PDR, IDA, SDC and AusAID, the PRF-II coverage will be expanded to 11 of the Lao PDR's 17 provinces and cover 285 Kum bans across 40 of the country's poorer districts as prioritized by the GoL in accordance with their poverty data.

Building on a number of key lessons from the PRF I, the second phase will seek to reach the poorest communities and groups within the selected poorest Kum ban, strengthens the participatory planning process, provides four rounds of sub-projects investments in each beneficiary Kum ban to strengthen the community empowerment process, pays greater attention to the technical quality of sub-projects and natural disaster resilience, strengthens the PRF's system for receiving and responding to feedback and complaints from communities and other stakeholders, strengthens its gender focus, and implement a livelihood component to test models for effective and sustainable rural livelihood improvements for poor communities.

Goal and Objectives of assignment

The purpose of the assignment is to provide long term graphic design and illustration services so that there is continuity in the IEC outputs' design and a consistent conceptual style which is easily understood and culturally relevant to PRF's primary target groups: poor, rural Lao communities, and which facilitates communicating key PRF messages and information. The outputs will focus on supporting the PRF participatory process, self help group formation, increasing livelihoods and improving nutrition, feedback and resolution mechanism, and other topics needed to support program implementation.

The goal of the assignment is to prepare designs / visualizations / illustrations—_for project community outreach which promote understanding about PRF II principles, vision, principles, implementation approach, principles and process / mechanisms and facilitate their communication to target groups.

Specifically, the objectives are:

- Develop an attractive, clear illustrations / visualization style suitable for conveying information and representing ideas so they are easily understand by target groups.
- Visualize PRF processes, mechanisms, principles, etc. in a way that reinforces the 'spirit' of the PRF's pro poor and community empowerment approach, mission and vision.
- Prepare visual IEC materials including but not limited to: posters, flip charts, flyers, discussion cards and other illustrations and diagrams as required by PRF II.
- Revise and finalize the IEC materials after field testing.

Target Group / Audience

The specific target groups will vary depending on the output but, in general they are:

- Poorer rural, agrarian community members with limited or no literacy skills, and possibly no Lao language skill
- Rural married women with limited or no literacy skills, and possibly no Lao language skill
- Village leaders with limited or no literacy skills, and possibly no Lao language skill
- Village Representatives with limited or no literacy skills, and possibly no Lao language skill
- Financial Team
- Procurement Team

Implementation and Maintenance Team

Feedback and Resolution Mechanism Team

PRF Volunteers

Kum ban Facilitators with limited experience in participative bottom up processes experience

Kum ban Leaders with limited experience in participative bottom up processes experience

Provincial and District Coordinators with limited experience in participative bottom up processes, and no or limited understanding of pro-poor principles.

Local government officials with limited experience in participative bottom up processes experience, and no or limited understanding of pro-poor principles.

Specific outcomes and products

1. Draft designs, illustrations and visuals for PRF II IEC including but not limited to: posters, flip charts, flyers and other print materials plus, visuals – illustrations, diagrams, etc. for guides, manuals, reports, displays and presentations.
2. Revised artwork / layouts for IEC materials and visuals based on pre-test/ results.
3. Final / print ready artwork / layouts for IEC materials and visuals.
4. Other design and artwork outputs as required and agreed to by the consultant and PRF.

The Consultant would be specifically responsible for:

1. Developing design / illustration style for the visuals / illustrations for IEC materials
 - In consultation with the PRF Communications Team and with inputs from PRF Community Development Team preparing a visual / illustration style for posters, flip charts, flyers and other print materials plus, visuals – illustrations, diagrams, etc. for guides, manuals, reports, displays and presentations.
 - Develop 3 proposed illustration styles appropriate for the priority rural community target groups.
 - Prepare a sample final illustration as a guide for assignments.
2. Developing the artwork for each IEC assignment based on the agreed design from 1 proposed illustration.
 - Meet with the PRF Communications Team and PRF Community Development Team to discuss the Terms of Reference / descriptions of IEC materials and visuals including concept, goals and objectives, target groups and use and agree on specifications, timeline /schedule and work plan, and gather required reference and support materials from PRF
 - Prepare 3 rough draft designs for each IEC material and visual.
 - Assess the rough drafts with the PRF Communications Team and PRF Community Development Team and develop a consensus on the final design
4. Prepare final art
 - Meet with the PRF Communications Team and PRF Community Development Team to discuss the results of the pre-test / field test and decide on revisions.
 - Integrate revisions / feedback from the pre-test / field-test and produce final drafts of the requested materials and visuals for review.
 - Meet with the PRF Communications Team and PRF Community Development Team to review and approve the final art.

- Revise final art if required and produce print ready IEC Materials or ready to use visuals and also in workable format for future use (in design, Illustrator, Publisher, etc format).

PRF Communications Team, Community Development Team Responsibilities

1. Manage the development of a design / illustration style for visuals / illustrations for PRF IEC.
 - Brief the Graphic Design Consultant on PRF's history, goals, mission and vision.
 - Brief the consultant on the target group characteristics, key messages and the types of visualizations anticipated.
 - Assess and approve the final style.
2. Coordinate the development of draft designs for IEC materials and visuals.
 - Brief the Graphic Design Consultant on PRF's history, goals, mission and vision.
 - Provide descriptions / scenarios / TORs describing the purpose and use of each IEC materials or visual, and brief the consultant on the expected outputs including text content and messages.
 - Provide reference materials, i.e. visuals of PRF locations, subproject activities and achievements, and stakeholders, text content and messages.
 - With the consultant review the draft designs
3. Manage and supervise the pre-testing of the IEC.
 - Plan and organize the pre-test of each IEC in at least 3 locations with representative samples of their target groups.
 - Prepare pre-test instruments and brief pre-test teams.
 - Implement the pre-test.
 - Assess the pre-test results and with the consultant decide on revisions.
4. Supervise the preparation of the final art.
 - Review the revised final art and provide feedback.
 - Approve the final art.

Qualifications:

- Excellent in knowledge of the relevant design and desktop publishing skills and software such as Page Maker, PhotoShop, Corel Draw, Illustrator, In Design
- Extensive publications layout and design experience
- Experiences with projects using participatory approach is an asset
- Knowledge of development issues and understanding of rural cultures is an asset
- Graphic design, Illustration and visualization skills
- Creative and conceptualization skills
- Ability to grasp ideas quickly, thinks creatively, take initiative and be innovative
- Fluent in English
- Women are encouraged to apply

Tentative schedule

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
1. Develop design / illustration style	X											
2. Revise drawing after field testing		X										
3. Finalize drawings		X										
4. Develop design for new IEC as needed, revise after field testing and drawings finalization			X	X	X	X	X	X	X	X	X	X

Terms of the Contract

The Consultant will report to the PRF IEC Team and designated task manager.

The fee will be on a product basis and determined by the TOR/Brief for the output.

The assignments will begin as soon as possible.