



## **Terms of Reference: Procurement of Illustrations for Sustainable Land Management (SLM) for Drylands Manual**

### **Background:**

Vi Agroforestry is a Swedish non-profit foundation established in 1983. We work with local partner organisations in East Africa, mainly in Kenya, Rwanda, Tanzania and Uganda to empower smallholders' farmers and their organisations to improving their living conditions.

Vi Agroforestry has 39 years of experience in promoting agroforestry, sustainable agriculture, human rights-based approaches, gender equality, and empowerment of women, men, youth, and children.

Vi Agroforestry works in partnership with farmer organisations, government agencies, and other civil society organisations to promote sustainable food production, a safe environment, and human rights-based approaches that benefit women, men, young people, and children.

### **Introduction:**

Vi Agroforestry is seeking to create a comprehensive manual on Sustainable Land Management (SLM) for drylands. The manual will serve as a valuable resource for promoting sustainable land practices, improving soil health, and enhancing agricultural productivity in dryland regions. To enhance the clarity and visual appeal of the manual, illustrations are required to accompany the content.

### **Objectives:**

The main objectives of this procurement are as follows:

1. To procure high-quality illustrations that effectively communicate the concepts and practices of Sustainable Land Management (SLM) in dryland regions.
2. To enhance the visual appeal and user-friendliness of the SLM manual.
3. To ensure that the illustrations are consistent with the overall tone and style of the manual.

### **Scope of Work:**

The selected consultant(s) will be responsible for the following:

1. Reviewing the content of the SLM manual to gain an understanding of the key concepts, practices, and messages to be conveyed through illustrations.
2. Developing a concept and style guide for the illustrations, in consultation with Vi Agroforestry.
3. Creating a set of high-quality illustrations (not more than 30) that effectively communicate the SLM practices and concepts.
4. Ensuring that the illustrations are visually appealing, clear, and consistent with the overall tone and style of the manual.
5. Providing the illustrations in digital format, suitable for printing and online distribution.

**Deliverables:**

The consultant(s) will be required to deliver the following:

1. A concept and style guide for the illustrations, approved by Vi Agroforestry.
2. A set of high-quality illustrations (not more than 30) that effectively communicate the SLM practices and concepts.
3. The illustrations in digital format, suitable for printing and online distribution.

**Approach:**

The consultant(s) should adopt the following approach:

1. Familiarize themselves with the SLM manual content and consult with Vi Agroforestry to understand the desired outcomes and expectations for the illustrations.
2. Develop initial sketches and seek feedback from Vi Agroforestry to ensure the illustrations align with the organization's vision and goals.
3. Refine the illustrations based on feedback received and finalize the set of illustrations for inclusion in the SLM manual.
4. Provide the illustrations in digital format, ensuring they meet the required quality standards and technical specifications.

The selected consultant(s) will work within the Vi Agroforestry brand guidelines ensuring to adhere to the stipulated brand user guide.

**Qualifications:**

The consultant(s) or consultant teams should possess the following qualifications:

1. Proven experience in creating high-quality illustrations for educational materials or similar publications.
2. Demonstrated expertise in visual communication and the ability to effectively convey complex concepts through illustrations.
3. Familiarity with sustainable land management practices, particularly in dryland regions, would be an advantage.
4. Proficiency in relevant graphic design software and the ability to deliver illustrations in digital format.

**Timelines:**

The estimated timeline for this procurement process is as follows:

1. Proposal submission deadline: [Date]
2. Evaluation of proposals and selection of consultant(s): [Date]
3. Commencement of work: [Date]
4. Submission of concept and style guide: [Date]
5. Submission of initial illustrations for feedback: [Date]
6. Finalization of illustrations: [Date]
7. Submission of illustrations in digital format: [Date]

**Application:**

Qualified consultants (or consultant teams) are invited to submit their technical and financial proposals, including the following information:

1. Company profile and relevant experience.
2. Description of previous projects related to illustration and graphic design.
3. Proposed approach and methodology for creating the illustrations.
4. Timeline for completing the work.
5. Financial proposal, including a breakdown of costs.

Qualified consultants (or consultant teams) are invited to submit technical and financial proposals, including a detailed timeline and budget. Proposals should be sent to [procurement.roea@viagroforestry.org](mailto:procurement.roea@viagroforestry.org) and copy to [david.maeri@viagroforestry.org](mailto:david.maeri@viagroforestry.org). Please indicate "**Illustrations Proposal – SLM4 Drylands Manual**" in the subject line. Vi Agroforestry looks forward to reviewing your proposals and selecting the most suitable candidate(s) for this project.

Note: Vi Agroforestry reserves the right to reject any or all proposals received and to negotiate changes in the scope of work and deliverables with the selected consultant(s).

Vi Agroforestry reserves the right to accept or reject any proposal and to cancel the procurement process at any time. The selection of the consultant(s) will be based on the technical and financial proposals received, as well as the qualifications and experience of the consultant(s).