

# Terms of Reference - Procurement of Design Services for Sustainable Land Management (SLM) for Drylands manual



## Background

**Vi Agroforestry is a non-profit organization** operating in Sweden, Kenya, Tanzania, and Uganda. The organization works with smallholder farmers and their organisations to fight climate change and poverty.

Vi Agroforestry is continually intentionally seeking ways to always improve the quality of delivery of programmes to ensure the realization of the organisation’s mission and goals. The organisation has drafted a SLM manual for drylands for the purpose of creating awareness and providing practical approaches for land restoration and drylands agroforestry.

## Introduction

Vi Agroforestry is seeking design services for the creation of a comprehensive manual, the SLM Drylands Manual. This manual will consist of 50 –60 pages and aims to provide valuable knowledge and guidance in sustainable agriculture and land management practices in dryland areas.

## Objectives:

The main objective is to develop a visually appealing and user-friendly manual that effectively communicates the content to a diverse audience. The design should enhance readability, comprehension, and accessibility of the manual.

## Scope of Work:

1. Collaborate with Vi Agroforestry team to understand the manual's content, purpose, and target audience.
2. Develop a creative and professional design concept for the manual.
3. Design the layout, structure, and typography of the manual, ensuring consistency and clarity.
4. Incorporate graphics, images, and illustrations that complement the content and enhance understanding.
5. Provide recommendations for printing specifications and ensure the final design is print-ready.

## Deliverables:

1. Design concept proposal, including cover design and sample page layout.
2. Finalized design of the SLM Drylands Manual in a print-ready format.

**Commented [GB1]:** Also mention somewhere in the document that our graphic profile must be followed

**Commented [DM2R1]:** Done

**Commented [MN3]:** should we assume that the illustrations and graphics are considered in here?

**Commented [DM4R3]:** I was thinking of handling the illustrations separately, although we could also see if the designer has the ability to add illustrations.

**Commented [GB5R3]:** good thought

3. High-resolution digital files of the manual in editable formats.
4. Any additional design assets or resources used in the manual.

**Approach:**

The selected consultant(s) will work closely with the Vi Agroforestry team to understand their vision and requirements. Regular communication and feedback exchange will be essential throughout the design process to ensure alignment with expectations.

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

**Qualifications:**

- Proven experience in graphic design and layout for publications, preferably manuals or educational materials.
- Strong portfolio demonstrating creativity, attention to detail, and effective visual communication.
- Proficiency in design software and tools.
- Familiarity with sustainable agriculture and land management concepts is advantageous.

**Timelines:**

The project should commence in 2023 marked by signing of contracts.

**Application:**

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)

Please indicate "**Design Services 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).