

REPUBLIC OF TURKEY
EDUCATION INFRASTRUCTURE FOR RESILIENCE PROJECT
(P162004)
PROCUREMENT OF CONSULTANCY SERVICES FOR VISUAL DESIGN AND
SOCIAL MEDIA
TERMS OF REFERENCE

Project Component/Section: ¹	Component III: Support for Building Technical Capacity for the Project Management and Infrastructure
Project Sub-Component/section: ²	Visibility and Communication
Procurement Plan No: ³	FRIT1-WB-DH-07-03
Work Name/Assignment Title: ⁴	Visual Design and Social Media Management
Work Objective/Assignment Objectives: ⁵	It is aimed to procure the graphic design services which are required to activate the Project communication processes executed by MoNE Department of Construction and Real Estate with the support of the World Bank under the EU FRiT fund. Besides, it is among the objectives of the work to effectively provide the Social Media management which is defined in the Communication Strategy.
Work/Assignment duration: ⁶	24 month
Estimated Cost: ⁷ TL
 US \$ ⁸
Purchase/Consultancy Type:	Consultancy Services – Consulting Firms
Procurement/Selection Method:	Selection Based on the Consultants’ Qualification (CQS)
Prior Review:	Yes ⁹
Agency to be reported (Implementing Agency): ¹⁰	Republic of Turkey Ministry of National Education Construction and Real Estate Department

¹ The relevant Component/Section will be written on the background.

² The relevant Sub-component/section will be written on the background.

³ Contract number on the Procurement Plan will be written.

⁴ The name of work which is the subject of the tender will be written.

⁵ A summary will be written on the section of “C. OBJECTIVE”.

⁶ The work duration will be written in day/week/month form in figures and words.

⁷ VAT included cost will be written in TL and US Dollar.

⁸ It will be calculated over the Central Bank selling rate of exchange which is valid on the date of issuance and sending of TOR.

⁹ It will be written as per the Procurement Plan

¹⁰ The Unit which makes the tender will be written.

A. BACKGROUND

European Union has presented a grant to the Government of Turkey to be used through the World Bank for the expenses of the Education Infrastructure for Resilience Project.

Ministry of National Education intends to use a tranche of the funds for eligible payments under the contract for Project visual identity development, conducting concept design, graphic implementation and social media works. Ministry of National Education Department of Construction and Real Estate will use the tranche under the contract which will be drawn up for the procurement of the “Project Visual Design and Social Media Management Services” within the frame of the Project communication strategy.

The component of the Project in which it is envisaged that 56 educational facilities in 12 provinces will be built in the implementation process as follows;

(a) **Component 1:** Supporting School Infrastructure Investments.

It is provided that 39.600 Syrians under Temporary Protection (SuTP) will directly benefit from the currently built education investments. 28 primary schools, 17 secondary schools, 10 vocational high school and 1 community center will be established. In these educational facilities (institution/building), 672 classrooms for primary schools, 408 classrooms for secondary schools and 240 classrooms for vocational schools will become operational.

- **Component 2:** Enhancing Quality Learning Environment

New and proper materials for the quality learning will be used in the facilities to be established. The component will include equipment, furniture, all desks and chairs along with establishment of laboratories with proper equipment and material for various science and technical courses, language labs with equipment and systems, sports equipment and tools, IT equipment, and vocational/skills training materials.

- **Component 3: Project Management and Technical Capacity Building for Infrastructure**

The objective of Component 3 is to support all operational expenses and technical capacity-building activities that would be needed for timely and efficient implementation of the project

B. DEFINITIONS

Contracting Authority: Ministry of National Education

Bidder: Firms interested in visual design and social media service

Agency: Firm conducting visual design and social media service

Work: Visual design and social media management

SuTP: Syrians under Temporary Protection

PIU: Project Implementation Unit

C. OBJECTIVE

It is envisaged that several visibility activities will be conducted in line with the communication objectives defined in the Project communication strategy under the Education Infrastructure for Resilience Project. In this frame, the service which forms a basis for the visibility activities and enhances the visual design capacity in the communication operations of the Project Implementation Unit is required. The visual design services will be conducted within the frame defined in this document during the Project implementation phase. Besides, it is aimed that social media management which is one of the Project communication instruments will be conducted within the work scope.

D. SCOPE OF THE WORK

It is expected that the Agency will shape its activities within the service areas which are defined at below for providing quality service to make the cognitive and required basic content contribution for the Project communication activities. During the Project implementation process, Agency, Project Implementation Unit, the World Bank and European Delegation will work concertedly. All contents to be published within the work scope will be created in Turkish, English and Arabic. The translation and adjustment of the contents will be conducted by the Agency.

Concept Development Works for the Project Visual Identity Guideline and Visibility Tools:

The Agency will create a Project-specific visual identity guideline to ensure the use of visual identity elements holistically under the Project being implemented. The visual identity guideline will define how to use different visibility tools of the Project (business card, correspondence templates etc.) visually besides it will ensure the compliance of all contents with the EU Visibility rules. A concept design set will be produced to use during the Project visibility processes within the visual identity guideline created under the work. It is requested to create adjustable concept designs for the Project in the areas below under the work.

- Event invitation card
- Stage concepts to be used in the Local Informative meetings, International Conferences, Groundbreaking, School Opening events.
- Poster and brochure
- Press bulletin
- Social media visual series and shares
- Project web sites visual designs
- Infographics
- Project bulletin

The Agency will act within the relevant concept designs for style of design and visibility during the service providing process and it may update the concept designs upon the request of the contracting authority and in accordance with the requirement of the Project implementation process.

Graphic Design and Implementation Works:

The Agency will provide the graphic design and implementation service during the work in line with the Project communication operations within the framework of the concept designs which have been created in the work duration. In this frame, the Agency will produce and deliver to the contracting authority the graphic designs which are the requirement of all communication activity in the prescribed time and priorities during the work. The envisaged designs which are envisaged within the design services are defined below.

- Stage design, invitation card, announcement visuals for the National closing event and all designs (speech cards, press interview panel, rostrum etc.) required by the event
- All required designs for 5 local opening event (Stage background, e-invitation, event visual welcome, event interior visibility etc.).
- 5 different brochure, 5 different posters and 3 different booklet design.

- Project roll up, swallow flag and design of other printed visuals.
- Design of the Project bulletin which is planned to be published 8 issue and produced in a magazine form, creation and publication of all written and visual contents. Providing all required information to the Agency during the creation of visual and written contents of the bulletin. The Project bulletin will be in Turkish, English and Arabic as in all published contents.
- Design of 56 panel and memorial plaques in similar design concepts to be used in the schools which will be built within the Project.
- Design of contents to be printed on the construction parapets to be used around the school constructions and adjusting these contents to the dimension of 56 different parapets.
- All required designs for 2 school groundbreaking and 2 school opening event (Stage background, e-invitation, event visual welcome, event interior visibility etc.)
- All required designs for the international conference to be organized during the Project (event interior visuals, e-invitation, stage background, press interview panel, speech cards, direction sign, participant cards etc.)
- Design of all visuals required in the Project web site management process during the work duration (Web news visuals, web banner, announcement and slider design etc.)
- All visual designs which are subject of shares of social media accounts during the work duration and design of campaign concepts (additional writing to the visual for sharing and graphic design, campaign share concepts, cover page and descriptive designs concerning to all contents, social media adjustment of the Project infographics etc.)
- Providing the required design services for minimum five different report to be drawn up during the Project.
- Design of contents to be printed on the Project promotional materials (It is expected that minimum 15 different promotional materials will be created during the Project).

Social Media Management Works

The defined social media tools will be actively used during the Project and Agency has responsibilities of conducting the work both in design and social media management. The social media tools which are envisaged to be used for the Project have been determined as Facebook, Twitter and Instagram. In this frame, it is expected that the Agency will fulfill the work below under the social media management works.

- Creating Facebook, Twitter and Instagram accounts of the Project. Managing these accounts in English, Turkish and Arabic. Making at least 3 different shares in a week in the accounts of Facebook, Twitter and Instagram within the scope of the Social Media Management.
- Producing contents in English, Arabic and Turkish to be shared in the Project social media accounts.
- Managing the social media accounts and increasing the recognition of them within the frame of the Project communication strategy.
- Making the design and required shares which are subject of shares to inform the target group actively in the social media accounts. All social media shares will be made after the approval of the Project Implementation Unit. The Agency may draw up weekly

- share plans to submit to the Project Implementation Unit for activating the approval mechanism during the implementation process.
- Delivering the weekly share plans, social media impact analysis and campaign result report to the contracting authority concerning to the social media management regularly.
 - Creating follower and interaction objectives as per the social media management principles.
 - Participating in the project important events which are subject of the social media share and making the required shares during the event. During the Project implementation process, national closing event, local Project opening event in 8 different provinces, site visit, school groundbreaking, opening event and international conference will be organized.
 - Sharing received questions and comments from the social media with the personnel of the contracting authority and responding after the contracting authority directed by providing comment.
 - At the end of the duration of the service which is the subject of the specification, the Agency will transfer all social media accounts with password and all rights of use to the contracting authority.

E. KEY PERSONNEL RESPONSIBILITIES AND QUALIFICATIONS

The responsibilities and qualifications of the personnel who are assigned by the Agency during the implementation process are as follow:

Position	Quantity
E.1 Art Director	1 Person
E.2 Graphic Designer	1 Person
E.3 Social Media Expert	1 Person

E.1 Art Director

Art director will be responsible for producing the Project visual identity and concept designs with the Project-specific style of design and providing the visual services in a quality form during the service of the Agency. Art Director will take role in the graphic design processes along with controlling the quality of the design and content of the social media share.

Minimum Qualification:

- Bachelor's Degree in the Departments of Communication or Fine Arts.
- At least 3-year Professional experience in Art Direction, Designing, Advertisement or Communication
- Advanced level of basic graphic design programs.

E.2 Graphic Designer

Graphic Designer will be responsible for the graphic designs which will be made within all services provided by the agency and implementation of all materials used in the daily communication of the Project corporate identity. The graphic designer will fulfill the functions of preparing the required visuals in the communication activities in line with the Project planned requirements and editing and adjusting the images from the Project

implementation Unit to use for communication.

Minimum Qualifications:

- Bachelor's Degree in the Departments of fine arts, graphic design or communication
- 3-year experience in graphic design
- Advanced level of basic graphic design programs.

E.3 Social Media Expert

Social Media Expert is responsible for creating the social media accounts to be used in the communication of the Project target audience and managing these accounts in Turkish, English and Arabic. The Social Media Expert will fulfill functions of making share plans to enhance the interaction of the Project with the target audience, responding the social media queries of the target audience in cooperation with the contracting authority, making social media impact analysis and increasing the number of the Project follower. The Social Media Expert will be also responsible of managing the content of the web site in Turkish, English and Arabic.

Minimum Qualification:

- Bachelor's Degree,
- At least 2-year experience in managing social media,
- Professionally managed social media account for education, disadvantaged groups or social contents

F. REPORTING LIABILITIES OF THE CONSULTANT

The Agency will organize an acquaintance meeting in which the personnel who will be assigned in the communication consultancy will be ready within 30 days as of the start day of the work and will make presentation for the contracting authority about the functions to be fulfilled by the consultancy in the communication processes.

The Agency will draw up all kinds of reporting in the format deemed proper by the contracting authority and the World Bank.

The delivery conditions below are concerning to the ongoing work phases;

All document and reports that have to be delivered by the Agency shall be delivered in 3 copies and in English and Turkish. The digital contents shall be delivered on 3 (three) sets of USB memory stick and in the format deemed proper by the Contracting Authority.

The report format shall be A4 or if necessary A3. Explanatory presentations may be requested if deemed necessary by the contracting authority.

If necessary, the draft version of reports shall be submitted to the Contracting Authority beforehand to seek its opinion. The Agency shall draw up the final report reflecting any changes made during deliberations.

The Scope of the Report and Document

- Project Visual Identity Guideline:

The Project Visual Identity Guideline which forms the principle of us efor the Project visual identity and Project visuals shall be drawn up no later than 1 month after the Agency have started to the work which is the subject of the specification. The Project visual identity guideline will be drawn up in compliance with the EU visibility rules and include all materials to be used for the visibility-purpose during the Project implementation process.

- Project Concept Design Report:

Concept designs which will cover eight visibility tools defined in section “D” of the specification within the framework of the Project visual identity guideline will be made. The concept design report which will cover 2 alternative Works for each of eight visibility tools will be completed no later than 1 month after the contracting authority approved the visual identity guideline. The visibility elements in the basic design works covered by the concept design report will be adjusted during the Project implementation process.

- Graphic Design Services Activity Report (Monthly)

The Agency shall deliver a report which has been supported by all relevant tables and colorful photographs and drawn up in the format deemed proper by the Contracting Authority to display the works defined in the specification and compliance with it to the Contracting Authority in a monthly period after the contract was signed.

In this report, the completed designs, where the relevant designs were used/to be used, delays in the work if any and reasons of the delay and details of other problems concerning to the work will be covered. If necessary, the confirmatory document of information shall be included in the report.

In the report, detailed explanation of the works to be conducted in the next period and a

general work list will be provided.

Any report shall be delivered to the Contracting Authority no later than tenth day of the month following to the report period. The comments of the Contracting Authority about the report shall be evaluated and the report shall be edited in line with the comment and redelivered to the Contracting Authority in a week.

- Social Media Impact and Analysis of Prevalence Analysis of Social Media

Information such as follower information concerning to the social media accounts managed by the Agency under the Project, the rate of interaction based on the shares in that month and throughout the month and number of reshares of the posts in the accounts will be reported to the Contracting Authority monthly. In this report, critical questions and comments and responds to these notifications shall be specified and targets concerning to the follower of social media accounts for the next months and other indicators shall be included. The Social Media Impact and Prevalence Analysis shall be delivered to the Contracting Authority within the first 10 days following to the reporting period.

G. SERVICES and OPPORTUNITIES TO BE PROVIDED BY THE CONTRACTING AUTHORITY

The Contracting Authority shall provide to the Consultant Firm prior and required information for the assignments indicated in TOR before the fulfillment.

The Consultant Firm shall be provided the reports of the work, data, the relevant information note and presentations made in the previous period of the Project.

The Contracting Authority shall inform the Consultant Firm about the visibility rules to obey during the performance of the work and other principles concerning to the visibility.

H. SUPERVISION OF THE WORK BY THE CONTRACTING AUTHORITY

All processes of the work which is the subject of the specification shall be supervised regularly via the implementation team assigned by the Contracting Authority. Monitoring activities shall be conducted during the supervision of the service within the frame of the criteria below. The personnel of the Contracting Authority have the authority to receive comment and recommendations about quality of the service and outputs from independent experts. The Implementation Team shall regularly evaluate the service status of the Agency monthly and the positive opinion of the communication expert for the payments planned to be made in the Project will be sought. The Contracting Authority shall underline the matters below during the Project implementation phase.

- Compliance of the Agency with the Project implementation schedule
- Accessibility level to the expected result
- Overall quality of the activity and the compliance with the general rules
- Standardization of the produced report and document and adequacy of the content
- Compliance of the personnel functioning in the Project with the specification criteria
- Coordination between the Agency personnel and the Contracting Authority Project Implementation Unit (PIU)
- Implementation quality and compliance with the targets of the communication

- activities (designs, social media shares and text contents etc.) conducted in the Project
- Communication of the Agency with third parties

I. WORK DURATION, PLACE AND TIME:

The work duration shall be 24-month as of the start date of the work. The estimated start date of the work is December 2017. There is no location restriction for conducting the services of the visual design and social media management besides at each meeting the relevant personnel must be at the place and on the dates specified by the Contracting Authority.

The Agency shall cover expenses such as out-of-town (out of the city where the working Office in which consultancy services are provided is located) trip, accommodation etc.

I. REQUIRED QUALIFICATION FOR THE FIRM

[Professional experience, similar work experience, field of business, organization structure, national/international experience which are required for the consultant firm;]

Qualification required for the Consultant firm are as follows;

- Minimum 5-year experience in the services indicated in TOR,
- Experience in the management of project-based or institutional social media accounts of institutions/organizations such as public institutions, chambers or NGOs,
- Experience in institutional visual identity, visual design, graphic implementation services for institutions/organizations such as public institutions, chambers or NGOs,
- Experience in services such as bulletin or magazines' content creation, design and publish of institutions/organizations such as public institutions, chambers or NGOs,
- Staffing capacity on the above,
- Preferably having the staff indicated in TOR already on board and employed as of the date of the REOI,
- Preferably experience in the fields such as promotion, press, communication etc. in a Project financed by the European Union.

J.PAYMENTS

Payments which will be made under the work will be conducted over the unit price. In this frame, the services which are subject of the payments are indicated in the table below. The services of the visual design and social media management apart from the Visual Identity Guideline, Project Bulletin and Concept Design Set will be paid in return for the approval of the mentioned reports in TOR.

The payments shall be made to the bank account number of the Bidder specified in the contract within 20 days following to the approval of the progress payment. The progress payment is drawn up to include months unpaid referring to the first progress which is drawn up next.

Work Name	Unit	Quantity	Unit Price	Overall Price
Creation of the Visual Identity Guideline	Quantity	1		
Creation of the Concept Design Set	Quantity	1		

Creation of the Project Bulletin	Quantity	8		
Visual Design and Implementation	Month	24		
Social Media Management	Month	24		
			Grand Total	