

## **Terms of Reference (TOR) – Content Designing**

### **A. Purpose**

WHO is looking to work with a consultant to creatively design the developed content/ training modules into a module booklet. The overall purpose of the recruited consultant will be to work with the technical team at WHO to design the developed content/ training modules into a module booklet and present the content in a logical and engaging sequence. Furthermore, the consultant is required to work with technical team at WHO to incorporate any changes that are required and revert in a timely manner.

Refer to annexure one to see the number of pages for each module.

### **B. Background**

“Youth Participation and Engagement for a Healthier, Equitable, Safer and United Sri Lanka” is a project funded by the United Nations Peacebuilding Fund. The project aims to improve access to opportunities for young aspiring leaders to meaningfully engage in promoting social cohesion and development that will enhance their political and civic representation. The youth parliamentary platform in this regard will act as a springboard for their entry to leadership roles in the society and in the process help them to gradually start building trust in the existing political institutional mechanisms.

Accordingly, the Youth Parliamentarians, members of the Federation of Youth Clubs, other youth groups and civil society organizations representing marginalized communities at the district level will be provided with the opportunity to participate in a comprehensive capacity building programme. The project is a platform for the participants to work both with their peers as well as the government and civil society actors particularly from politically vulnerable areas of conflict and social marginalization in the country. The project activities aim to provide them with the necessary resources to address conflict drivers identified in their communities with wider community engagement and participation to establish ‘healthy settings’.

A ‘healthy setting’ is a place or social context in which people engage in daily activities in which environmental, organizational, and personal factors interact to affect health and wellbeing’. The project employs this unique approach as a vehicle for guiding young leaders to identify how they can contribute and engage communities through volunteering for a more inclusive development process that promotes social cohesion and addresses the root causes of conflict and violence in the society.

The project will work closely with the National Youth Services Council which already has a capacity building program for youth leaders particularly targeting their political and civic participation. Overall, the project targets 750 young people from all 25 districts in the country. A series of modules based on 20 identified thematic areas will be developed and delivered in two segments to drive the capacity building initiative and guide the participating young people in receiving the knowledge, and opportunity for practice as part of the programme.

In this regard, the project requires the modules developed by the project team along with the module development partner to be designed into a module workbook.

### C. Planned timelines (*subject to confirmation*)

**Start date** – TBC

**End date** – TBC

**Total duration** – 1 month

### D. Requirements – Work to be performed

This consultancy assignment is to complete the following outputs:

1. Design developed content for 20 training modules in English into module booklets
2. Ensure the designed content is presented in a logical and engaging manner
3. Finalize the module designs in local languages (Sinhala and Tamil). Translated text will be provided by WHO.

### E. Requirements – deliverables

	Description	Timeline
Deliverable 1	Delivery of 20 module designs - English	TBC
Deliverable 2	Delivery of 20 module designs - Sinhala	TBC
Deliverable 3	Delivery of 20 module designs - Tamil	TBC

### F. Inputs

The content to be designed into module booklets in all three languages (English, Sinhala and Tamil) will be provided by the technical team from WHO.

### G. Activity Coordination & Reporting

<b>Technical Officer:</b>	T. Suveendran National Professional Officer- Mental Health & Substance Use	<b>Email:</b>	suveendrant@who.int
<b>For the purpose of:</b>	Technical supervision and instructions - Reporting		
<b>Administrative Officer:</b>	Mr. Amit Aggarwal Administrative Officer	<b>Email:</b>	aggarwalam@who.int
<b>For the purpose of:</b>	Contractual and financial management of the contract		



#### H. Required Qualification for the Consultant/ Organization:

The selected consultant/ organization should demonstrate the following:

- Team Lead has a Bachelor's or higher degree in graphic design, visual arts, or similar.
- 2 years of experience in visual designing.
- A complete portfolio of visual design examples.
- Designed a minimum of 5 module workbooks or similar documents.
- Previous relevant experience of working with UN, State and other stakeholders

#### I. Place of assignment

Location - Colombo

#### J. Evaluation Criteria

Summary of Technical Proposal	Total Points
Part 1: Expertise of Consultant: Portfolio of visual designs	25
Part 2: Methodology and Experience	20
Part 3: Sample design	25
<b>Total</b>	<b>70</b>

Part 1: Expertise of Consultant: Portfolio of visual designs		
No	Criteria	Points
1.1	Previous relevant experience of working with UN, State and other stakeholders	5
1.2	Designed a minimum of 5 module workbooks or similar documents	10
1.3	Team Lead has a Bachelor's or higher degree in graphic design, visual arts, or similar.	10

Part 2: Methodology and Experience		
No	Criteria	Points
2.1	Realistic work plan, including details on specific tasks and timeline as well as contingency measures	10
2.2	2 years of experience in visual designing	10

Part 3: Sample design <i>(*Refer to section I, second bullet point for further details)</i>		
No	Criteria	Points
3.1	The clear layout and visualization <i>(Graphical representation of information/ consistency of the look and feel)</i>	10
3.2	Appropriateness of the target audience ( <i>Youth</i> )	10
3.3	Innovativeness ( <i>Creative use of graphics to convey the message</i> )	5



#### K. FINANCIAL PROPOSAL

Description of Task/Activity	Cost (LKR)
Professional fees (Daily fee x dedicated time)	
Other (Please specify)	

#### L. HOW TO APPLY

To apply please email to: [sesrlprocurement@who.int](mailto:sesrlprocurement@who.int) Email subject heading: 'Content Designing'. The application should contain:

- A portfolio of designs, an overall budget, previous experience and a workplan.
- \*A sample design for a module workbook consisting of a maximum of 3 pages targeted at a youth audience. The consultant/organization can choose the module title at their discretion.
- Selected applicant will be briefed on further details for completing the proposed activities.

#### Annexure one – Module page breakdown

Set 1	English	Tamil	Sinhala
Module Name	Estimated no. of pages	Estimated no. of pages	Estimated no. of pages
SDGs	35	50	50
Collective Leadership	28	43	43
Effective Communication Skills	26	41	41
Do No Harm	42	57	57
Promoting Communal Integration	54	69	69
Community Needs Assessment	113	128	128
Gender equity and empowerment	67	82	82
Young People's role in Economic Development	40	55	55
Healthy Lifestyles for Young Leaders	34	49	49
Understanding Healthy Settings	22	37	37

Set 2	English	Tamil	Sinhala
Module Name	Estimated no. of pages	Estimated no. of pages	Estimated no. of pages
Responsible Leaders	23	38	38
Problem solving skills for young leaders	30	45	45
Planning for Community Action	21	36	36
Effective Project Management	33	48	48
Documenting Community interventions	39	54	54
Young Leaders For sustainable development	20	35	35
Health Determinants	24	39	39
Managing Stress and Other difficult emotions	37	52	52
Future We Want	15	30	30
Reimagining Volunteering	25	40	40

  
Activity Manager

Name : T. Suveendran

Designation: NPO, Mental Health

Date: