

## **Terms of Reference (TOR)**

### **Position: Design Company for E-book Layout and Graphic Design**

#### **Project Title:**

Design and Layout of "Three SCP Business Methodological Tools" E-book

#### **Project Background:**

The IKI SCP Thailand Phase II project is dedicated to supporting businesses in the food value chain by integrating Sustainable Consumption and Production (SCP) principles into their operations. As part of this effort, the project will produce three E-books or “**SCP Business Methodological Tools**”, which provides practical checklists that simplify complex sustainability topics. The E-books targets food retailers, chain restaurants, food delivery platforms, and hotel restaurants, focusing on:

1. Single-use plastics
2. Food waste
3. Low-carbon transportation

These tools, developed by a consultant for WWF Thailand through a comprehensive literature review, aim to guide businesses in reducing their environmental impact.

#### **Objective of the Assignment:**

The selected design company will be responsible for creating a visually compelling and professionally designed E-book that enhances readability and engagement of the tools developed by the consultant. The E-book should be easy to navigate and align with the project's sustainability themes while presenting the content in a concise, user-friendly manner.

#### **Scope of Work:**

1. **E-book Layout Design:**
  - Develop a clear, cohesive, and visually appealing layout for the E-book.
  - Organize content to ensure that the three methodological tools and checklists are easily accessible and intuitive to navigate.
  - Ensure logical flow between sections, with clear visual cues for different segments (checklists, summaries, tables, and key findings).
2. **Visuals and Graphic Design:**

- Design custom icons, infographics, and other visuals that reflect key concepts, such as reducing single-use plastics, managing food waste, and promoting low-carbon transportation.
  - Incorporate imagery and graphics that resonate with the target audience and reflect the SCP principles.
  - Ensure that the design style is modern, engaging, and appropriate for digital distribution, with potential for print as well.
- 3. Branding and Identity:**
- Ensure that the design aligns with the branding guidelines of the IKI SCP Thailand Phase II project WWF Thailand, and WWF International.
  - Integrate sustainable and eco-friendly design elements that emphasize environmental responsibility and low-carbon solutions.
- 4. Stakeholder Engagement:**
- Attend meetings with the project team to gather input and ensure that the design reflects the needs and preferences of the target industry sectors (food retailers, chain restaurants, food delivery platforms, and hotel restaurants).
  - Collaborate with the project team to ensure the design aligns with the project's overall vision.
- 5. Data Asset and Intellectual Property Compliance:**
- Ensure that all visual assets, including images, icons, and graphics, are either original works created by the design company or sourced from royalty-free libraries with the proper licenses.
  - No copyrighted or pirated content is to be used. The design company is responsible for acquiring proper permissions and licenses for any third-party images or graphics used in the E-book.
  - All intellectual property rights related to the final design and content created for the E-book will be transferred to the IKI SCP Thailand Phase II project upon completion and final payment.
  - Provide written documentation confirming that all design assets comply with intellectual property and copyright laws.
- 6. Revisions and Adjustments:**
- Provide initial drafts of the E-books layout and graphics for review and feedback.
  - Revise the designs based on feedback from the project team and stakeholders to ensure satisfaction with the final product.
- 7. Final Deliverables:**
- Three fully designed E-books in PDF format for online distribution.
  - Print-ready files for hard copy production.

- All design assets (infographics, icons, illustrations) in appropriate formats for future use.
- Documentation verifying the legal use and ownership of all visual assets.

#### 8. **Timeline:**

- The timeline for this project will be designed in collaboration with the selected design company to align with the overall project schedule. However, the final draft must be delivered by 13 November 2024.

Key milestones include:

1. Kick-off meeting and initial concept development: To be scheduled upon contract signing.
2. First draft submission: To be scheduled upon contract signing.
3. Final delivery of E-books (digital and print-ready versions): 13 November 2024.

#### **Qualifications and Experience:**

The design company should meet the following criteria:

- **Experience:** A proven track record in E-book design, with a portfolio demonstrating high-quality layout, visual design, and attention to user experience.
- **Sector Knowledge:** Familiarity with sustainability, food systems, or corporate social responsibility (CSR) sectors is an advantage.
- **Collaboration:** Ability to work closely with a project team and incorporate feedback from diverse stakeholders.
- **Flexibility:** Capacity to manage timelines effectively and handle revisions as needed.
- **Compliance:** Strong understanding of intellectual property laws and the ability to source and use visual assets legally.

#### **Application Requirements:**

Interested design companies are invited to submit the following:

- A company profile, including relevant experience in similar projects.
- A portfolio showcasing previous E-book designs or relevant work in sustainability or food sector projects.
- A proposed design approach for the E-book, including any initial creative concepts.
- A detailed timeline and proposed budget for the project.

**Submission Deadline:**

All applications must be submitted by **7 October 2024**. Shortlisted companies will be contacted for further discussions and potential interviews.

**Contact Information:**

Interested should submit the documents by **Monday, 7 October, 2024** to [procurement@wwf.or.th](mailto:procurement@wwf.or.th)

CC [sarunphakk@wwf.or.th](mailto:sarunphakk@wwf.or.th)

The subject line of the email must be marked with the title: **“SCP project-Design Company for E-book Layout and Graphic Design”**.