

**Manual design production  
for She Feeds the World project (design and print)  
Educational Kitchen Manual**

**Terms of Reference**



## **CARE Egypt:**

CARE Egypt is operating in Egypt since 1954. Its programming aims to help communities living in poverty meet basic needs, improve their social positions and cope with their challenging environments in ways that are sustainable and empowering.

Underpinning all of CARE Egypt's work is a commitment to strengthening local civil society, promoting human rights and addressing the underlying causes of poverty and injustice, such as poor governance, gender inequity, economic and social exclusion and conflict. CARE Egypt places special emphasis on investing in women and girls because its experience shows that their involvement invariably brings long-term benefits to families and communities. CARE Egypt focuses on four main programs: Women's Rights, Governance and Civic Engagement, Education, and Agriculture and Natural Resources.

For further information, please visit our website: [www.care.org.eg](http://www.care.org.eg)

## **Agriculture and Natural Resources Program Brief:**

The main objective of the Agriculture and Natural Resources Program is to increase equitable and sustainable accessibility to natural resources and services in rural communities in addition to supporting smallholder farmers economically with a special emphasis on empowering women.

In doing so, there are multifaceted impediments both external and internal that obstruct the achievement of the sought objective such as the decreasing agricultural land productivity, food insecurity, water scarcity, ineffective agriculture cooperatives. As such, the program seeks to implement a solid strategy that underpins the empowerment of smallholder farmers to adopt best practices, increasing their resilience to climate change, enabling smallholder farmers to reach to global markets and effective water management.

The agriculture and natural resources program is collaborating with a variety of stakeholders such as CSOs, Ministry of Agriculture, and Ministry of irrigation along with creating partnerships with the private sector to evoke the change in the agriculture sector in Egypt. In achieving the ultimate objective, the program seeks to build the capacities of smallholder farmers, establishing agriculture services to meet the farmer's needs in various value chains, improving the conditions of the agribusinesses and cooperatives, creating employment opportunities for smallholder farmers especially female-headed households and creating linkages between farmers and bigger markets.

## **Project Brief:**

**She Feeds the World**

CARE Egypt Foundation is currently implementing the She Feeds the World project funded by PepsiCo in Beni Suef, Al-Minya and Assuit. The project goal is to improve the food security and nutrition of poor rural households, with a strong emphasis on women small-scale producers through project programs and activities.

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

The purpose of this terms of reference is to hire a graphic design/printing company with a strong portfolio in designing/printing manuals and training materials to support She Feeds the World project in **designing and printing: Educational Kitchen Facilitator Guide, Educational Kitchen Recipe Manual and Nutritional Pyramid Sticker.**

### **Scope of Work and Deliverables:**

The company is expected to:

1. Provide a design layout for the cover, back and inner pages of **Educational Kitchen Facilitator Guide.**
2. Provide a design layout for the cover, back and inner pages of **Educational Kitchen Recipe Manual.**
3. Provide a design for a **nutritional pyramid sticker.**
4. Accept any recommendations, feedback and comments from the communication team and project manager regarding the final version of the design.
5. Provide alternative front pages for the manual and guide.
6. Provide samples of printing quality for manual, guide and sticker.

### **Deliverables:**

- Graphic design of **Educational Kitchen Facilitator Guide** including front, back and inner pages and **print 1000 copies.**
- Graphic design of **Educational Kitchen Recipe Manual** including front, back and inner pages and **print 1000 copies.**
- Graphic design of **nutritional pyramid sticker** and print **12,000 stickers.**

### **Coordination and Reporting:**

The consultant will report on progress to the communication department with feedback from the project manager.

### **Professional Skills and Experience**

**General Skills**

- Strong portfolio in creating manual and training kits designs.
- Good printing material and skills.

The deadline for sending the financial proposal **25<sup>th</sup> of July 2023**

**Payment Schedule:**

All payments should be linked to deliverables.