**Prevention and Response to Gender-Based Violence**

**IEC Materials Design**

**Terms of Reference**

**Digital Media Designer**

**CARE Egypt Foundation (CEF):**

CARE Egypt Foundation for Development, registration no 833 for the year 2018 at the Ministry Of Social Solidarity in Egypt. CARE Egypt Foundation (CEF) is an Egyptian, non-governmental organization harnessing the legacy of CARE International in Egypt since 1954 to fight poverty and improve livelihoods. We envision Egypt as a place where everyone enjoys economic opportunities, equality and social justice. We empower women and girls by sharing our values amongst the private sector, government and civil society.

**Women Rights Program:**

The Women’s Rights (WR) Program is designed to empower poor and marginalized women in Egypt who suffer from rights’ violation. Its impact goal is: By 2025, poor women in Egypt especially in Upper Egypt are empowered and enjoying a better quality of life, having attained their rights. In order to achieve this goal, the program works with both the duty bearers in government and civil society, as well as rights bearers, women themselves, to address discriminatory attitudes and behavior towards women and girls.

The WR program works with the duty bearers to support their role to protect and uphold the rights of women, and also with the women to encourage them to understand voice and demand their rightful entitlements. The program works on three domains (agency, relations and structure) in order to empower poor women in Egypt to gain their rights. Through the focus on agency, women’s self-esteem and confidence are built, and women have increased financial independence to fulfill their potential as productive and income-earning members of their households and society. In addition, when power relations (families) are gender sensitive whilst tackling all forms of gender-based violence (GBV) within and outside the household, and when structures (social norms or laws) particularly in the area of personal status, domestic violence are reformed, passed and implemented, gender equality can be achieved.

**Prevention and Response to Gender-Based Violence**

To implement and strengthen prevention and response mechanisms for Sudanese refugees by adopting a combination of rights-based, survivor-centred, and community development approaches through producing IEC Materials.

**Objective of the Assignment:**

The assignment aims to raise awareness of refugees on Gender-Based Violence and support them with practical tips and empower them ti stand for themselves through producing Information, Education and Communication Materials (IEC Materials)

**Scope of Work and Deliverables:**

1. Design
* 2 flyers
* 1 Foldable pamphlet with 4 pages.
* 2 A3 Posters
* To send the design PDF or JPEG in order to publish it online
1. To Print the foldable pamphlet and the A3 Posters (The total number of printings is TBD)

**Consultant’s Qualifications:**

* Minimum of 3 years documented work experience in the area of communication and designing.
* Proven experience in working with I/NGOs

**Consultancy Level of Effort**

A total of 10 working days is foreseen for this assignment.

**Execution of Assignment:**

Consultancy start and end date: From 20 November 2024 to 30 November 2024

**Coordination and Reporting:**

The Consultant will report on progress to the GBV Advisor who shall within 7 working days of receipt notify the Consultant of its decision concerning the documents or reports received, giving reasons should s/he reject the reports or documents or request amendments.

**Conditions of Implementation:**

Interested applicants should submit the following documents in their offers:

1. Technical Proposal.
	* 1. A brief statement in understanding of the assignment, and general approach to it.
		2. A brief description of the methodology proposed to be use in the assignment, including techniques and tools,
		3. A capabilities statement of the consultant organization and/or brief description of relevant (similar) consultancies that would qualify for this assignment. This statement should be included as a separate annex, in addition to the five-page proposal.
		4. Consultant CV
		5. It should indicate a complete list of deliverables and a proposed time-frame.
2. Financial Proposal:

The financial proposal should include a breakdown of the cost elements to assist in determining the rationale of the given rates.

CARE will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement

**Consultant Professional Service Fees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Deliverables / Description | Quantity | Unit of measurement | Unit price | Total |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Consultant Administrative Costs**

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Unit Cost in EGP | Number Days | Amount |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Administrative Costs: Such costs could include transportation, air tickets, lodging, per diem, departure taxes, training logistics, enumerators, interpreters, etc. Note that per diem and lodging rates will be per CARE Egypt Foundation policy. No reimbursable expense in excess of \_\_\_\_\_\_\_\_\_ [Amount] (currency\_\_\_) shall be incurred without CARE's prior written approval. If Vendor travel reimbursement shall be made under this Agreement, then Vendor shall follow CARE's travel policies and be subject to CARE per diem rates

**Deadline for sending the technical and financial proposal is 12 November 2024.** **Financial proposal should include Taxes and other expenses (if any)**, to be sent to CARE Egypt Foundation – Att. Procurement Officer Name to (Nermin.Kadry@cef-eg.org), with subject (IEC Materials Design) **using the above mention tables.**

\* Any proposals received after the deadline mentioned, will not be considered. Please accept our apology for not giving any exceptions or accepting any justification for late receive.

Please feel free to contact us via email for any further details or inquiry via email prior 10 November 2024.

Proposals will be assessed against weighted criteria that include understanding of the task; proposed methodology; previous experience and value for money as follows:

Technicality 70% :

Financial 30%

CEF keeps all rights to accept or refuse any offer received without giving reasons.

Technical and financial offer will be discussed upon selection.

**Payment Schedule:**

All payments done within 30-45 working days from invoice submission and linked with deliverables and timeline.

CARE Egypt foundation will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement. Thus the financial proposal should include all taxes