

Call for consultancy - Consultancy Services to Develop Booklet and Banner for Citizen Awareness Raising

BORDA is a German NGO with offices in more than 20 countries worldwide. BORDA has been active in Southeast Asia since the early 90s – with the aim to improve the living conditions of disadvantaged communities and to keep the environment intact through the expansion of sanitation services in the areas of decentralised sanitation, wastewater, faecal sludge, solid waste management and holistic livable city planning. We work with local governments and enterprises to improve communal planning processes, sanitary supply structures and services in cities at variety of scales and applications.



Project Background

The project aims to address the pressing challenges of water sensitivity and climate resilience of 6 cities across Laos and Cambodia. As cities continue to face the combined effects of rapid urbanization and climate change, it has become imperative to develop localized planning approaches that can effectively manage water resources and enhance resilience against climate-related risks.

The target cities lack clear and identifiable planning for water-sensitive and climate-resilient development of urban neighborhoods. This has resulted in increased vulnerability to water-related issues and insufficient measures to adapt to changing climatic conditions. To bridge this gap, the project seeks to develop a locally adapted plan for water-sensitive and climate-resilient urban district development.

Through an inclusive and participatory approach, the project will engage municipal stakeholders, decision-makers, and relevant departments to collaboratively develop a comprehensive vision for sustainable urban development. This vision will encompass the challenges posed by climate change and urbanization dynamics, ensuring that the resulting plans align with the long-term goals of the municipality.

The project will further focus on the preparation of detailed sector strategies for two key areas, such as sanitation, wastewater management, urban drainage, water source protection, and waste management. These strategies will be based on an overarching district plan, considering the unique characteristics and needs of the target city. The development and formal adoption of these implementation plans will empower the municipality to effectively address water-related challenges and enhance climate resilience.

The project is funded by the German Federal Ministry of Economic Development and Cooperation (BMZ) with a project duration between 2023 – 2025. The underlying consultancy aims to be completed within the year 2024.

Objectives

The consultancy aims to:

1. Design and produce one A5 booklet (10 pages) and one A0 banner (1 page) for each city.
2. Incorporate the City Vision and Sector Plan provided by BORDA into the booklet and banner.
3. Ensure that the materials effectively communicate the vision and planning initiatives in both English and Khmer languages.

Scope of Work

The consultancy firm will be responsible for:

1. Developing creative designs for the booklet and banner based on the provided City Vision and Sector Plan.
2. Designing the layout and content of the booklet (A5, 10 pages) to effectively convey the vision and planning initiatives.
3. Creating a visually appealing and informative A0 banner highlighting key aspects of the City Vision and Sector Plan.
4. Ensuring bilingual content (English and Khmer) in both the booklet and banner.
5. Incorporating feedback and revisions as necessary from BORDA and stakeholders.

Deliverables

The consultancy firm is expected to deliver:

1. Two A5 booklets (one for Chbar Mon and one for Senmonorom) containing the City Vision and Sector Plan.
2. Two A0 banners (one for Chbar Mon and one for Senmonorom) showcasing key aspects of the City Vision and Sector Plan.
3. Final design files in editable formats (e.g., Adobe InDesign, Adobe Illustrator) and PDF.

Timeline:

The duration for development is 4 weeks, starting from February 26th, 2024, to March 24th, 2024.

Budget:

The maximum budget for this consultancy is \$4500 USD.

Language:

The materials will be developed in English and Khmer languages.

Qualifications

The consultant shall have experience and expertise in graphic design and communication materials development.

Reporting

The consultant shall submit the deliverables outlined above as per the agreed timeline.

It is expected that the draft version of the booklet and banner will be submitted to BORDA for review and commenting.

Proposal Submission Guidelines - please email the following documents to

opasith@borda-sea.org

Interested consultancy firms are requested to submit proposals by 21st February 2024.

Proposals should include:

1. Company profile and relevant experience in graphic design and communication materials development.
2. Proposed methodology and approach for developing the booklet and banner.
3. Detailed budget breakdown.
4. Samples of previous similar work.