TERMS OF REFERENCE FOR THE DEVELOPMENT OF A CORPORATE IDENTITY MANUAL FOR THE NAMIBIA INTEGRATED LANDSCAPE APPROACH FOR ENHANCING LIVELIHOODS AND ENVIRONMENTAL GOVERNANCE TO ERADICATE POVERTY (NILALEG) PROJECT

1. BACKGROUND

The Ministry of Environment and Tourism (MET) in partnership with the United Nation Development Programme (UNDP) is implementing the Namibia Integrated Landscape Approach for Enhancing Livelihoods and Environmental Governance to Eradicate Poverty (NILALEG) Project with funding from the Global Environmental Facility (GEF) for a period of five years (2019 – 2025). The project aims to “promote an integrated landscape management approach in key agricultural and forest landscapes, reducing poverty through sustainable nature-based livelihoods, protecting and restoring forests as carbon sinks, and promoting Land Degradation Neutrality”.

The project is working in the forest, savannah and rangeland of Namibia’s northern areas to pilot an integrated landscape management approach, reducing poverty through sustainable nature-based livelihoods, protecting and restoring forests as carbon sinks, and promoting Land Degradation Neutrality.

Having a clear understanding that branding helps represent one’s identity, enhances on the visibility of any project and gives clients and the general public a better understanding of what the project is all about and what it hopes to achieve hence contributes to increasing public engagement, enhances the tracking progress and ensuring accountability of the project priorities. The project draws together a wide range of stakeholders from the public sector for intra-governmental coordination, in partnership with the private sector, civil society, research organizations, and donor and technical partners, to bring about a shift in the way Namibia approaches rural development, coordinating actions to reverse environmental degradation and maximize nature-based livelihoods. Thus, the successful implementation of the NILALEG Project requires the active involvement of all citizens and stakeholders. To ensure the visibility and successful implementation of the project, it is necessary for the project to have a strong and visible identity.

2. OBJECTIVE OF THE ASSIGNMENT

The NILALEG Project seeks the services of a reputable marketing/branding company to develop a Branding Manual and Promotional Materials.

3. OBJECTIVE OF THE CONSULTANCY

The overall objective of this consultancy is to develop an identity manual for the NILALEG Project to provide guidance on different types of awareness and operational material to be used by the project. The manual will also reflect the core areas of work of the NILALEG Project as well its values and approach to fulfilling its aim.
4. SPECIFIC TASKS
The consultant is expected to work closely with the Department of Environmental Affairs, as Secretariat to the Council, to carry out the following tasks:
- Develop an approved logo and guidelines for operational and awareness material as per section 5 below.

5. OUTPUTS
A corporate identity manual to guide the operations of the NILALEG Project and to assist it to raise its profile and portray its aim to the wider public and interested stakeholders will be the main output of this consultancy. The main elements of the identity manual will be:
- NILALEG Project Logo
- Guidance on the use of colours and fonts
- Letterheads for official communications
- Templates for press releases
- Business cards for the staff members
- Presentation template for NILALEG Project.
- Email signatures
- Document covers for reports, studies and other documents.

6. EXPECTED OUTPUTS (SPECIFICATIONS AND REQUIREMENTS)
- Design and Develop a Project Logo
- Edit table template for PowerPoint Presentation
- Develop and Print required promotional materials
- Soft copies of all printed materials (letterheads, business cards, brochures, leaflets and other information materials

7. REQUIRED COMPETENCIES
The ideal consultant will be or will have the following attributes:
- Strong competencies in the area of graphic design
- Creativity and the ability to work independently
- Expertise and capacity in developing organizational identities and communication strategies, programmes, tools and materials
- Previous experience of at least three similar and comparable projects at the local level with at least two references.

8. SUBMISSION OF THE PROPOSAL
Closing date for submission of quotation is 20 March 2020. Proposal must be hand delivered to the following address:

Ms Melba Mabutu
Project Communication, Gender and Safeguard Officer
Department of Environmental Affairs
Ministry of Environment and Tourism
Cnr of Dr Kenneth David Kaunda Street & Robert Mugabe Avenue
Telephone: 061 2842701
Fax: 061 240339

Two proposals (technical and financial) must be submitted separately containing the following information:
- A technical proposal with references and Curricula vitae (CVs) of the experts designated for the project. The proposal must contain a time schedule with the earliest possible date for commencing the work, dates for the completion of steps of the project and alternatives for the dates where appropriate.
- Detailed financial proposal for the work to be undertaken.