TERMS OF REFERENCE FOR DEVELOPING AND PRINTING I.E.C MATERIALS

Introduction
International Gorilla Conservation Programme is a unique coalition programme for Conservation International, Fauna&Flora International and WWF. IGCP’s mission is to secure the future for mountain gorillas. IGCP is in the process of printing high quality I.E.C materials for its Gorilla Friendly™ Pledge campaign. The Gorilla Friendly™ Pledge is an on-line awareness raising campaign with the aim to encourage all tourists to pledge to observe gorilla tourism rules during treks and to share their trekking experience after the visit through the Gorilla Friendly™ Pledge website. The materials will be shared with respective value chain tourism players including parks, hotels, tour operators and guides, conservation institutions among others.

Purpose/Objectives of the Assignment
The purpose of this assignment is to produce high quality and attractive I.E.C materials that will help in creating awareness about the Gorilla Friendly™ Pledge and facilitate an increase in the number of people taking the Pledge.

Reporting
The service provider, (Individual or company) will work closely with the Communications and Advocacy Manager who will provide him/her with the content and approval for all the materials to be produced.

Required Expertise
The service provider (Individual or company) should have proven skills and experience in graphic designing and printing of high quality related work. The service provider should also be registered and have a TIN ID No. and bank account details that match his/her registration.
Scope of Assignment
Below is a list of the materials to be produced with their respective timelines. The assignment shall take a maximum of three weeks starting from the time the contract is signed. The service provider is expected to share drafts of the designed work with the Communications and Advocacy Manager for approval before printing of the materials.

The service provider upon completion of work will deliver the materials to the Fauna & Flora International office in Naguru, Katalima Crescent Road, Plot 1. Kampala.

<table>
<thead>
<tr>
<th>Quantity:</th>
<th>Description:</th>
<th>Task</th>
<th>Time frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>600</td>
<td>Poster - A2 Full Color – Art Paper (2 different Flyers)</td>
<td>Designing and printing</td>
<td>10th Dec</td>
</tr>
<tr>
<td>300 pieces of each poster</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1800</td>
<td>A3 Flyers Full Color – Art paper (3 different Flyers)</td>
<td>Designing and printing</td>
<td>10th Dec</td>
</tr>
<tr>
<td>600 pieces of each of Flyer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>Brochures: Well designed, full color brochures, GM 250</td>
<td>Designing and printing</td>
<td>10th Dec</td>
</tr>
<tr>
<td>2000</td>
<td>Bumper Stickers 15Cms - Square</td>
<td>Designing and printing</td>
<td>10th Dec</td>
</tr>
</tbody>
</table>

Expected Output
- Draft samples of materials for approval
- Clear and attractive well designed printed I.E.C materials
- Full number of requested/approved materials

Payment
IGCP will give 30% at the start of the work, 30% after approval of the drafts, and 40% upon successful completion of the task and delivery of the agreed upon deliverables to the service provider, (Individual or company).

Application
Interested persons should send samples of related work done in the past and a proforma invoice not later than 4pm on Wednesday 10th Nov 2021 to procurement@igcp.org and copy to info@igcp.org