

A. About ISC

The Institute for Sustainable Communities (ISC) is an international non-governmental agency working to unleash the power of people to transform their communities in the face of climate change. ISC's mission is to support communities, cities, and industries worldwide to address environmental, economic, and social challenges to build a better future shaped and shared by all.

B. Background

Aiming to strengthen the lower Mekong region as a competitive sustainable manufacturing hub, the Mekong Sustainability Manufacturing Alliance (The Alliance) program is driving private-sector adoption of improved environmental and social safeguards by factories in multiple sectors. The program focuses primarily on Cambodia, Thailand, Vietnam, with both country-specific and region-wide activities.

ISC plans to create robust communications and meaningful engagement with multiple stakeholders. Therefore, ISC is seeking a firm or individual consultant to design communication materials to support a gender equity campaign at a factory in Hanoi, Vietnam with a workforce of more than 10,000 employees.

C. Scope of Work

ISC is seeking a firm or individual consultant to design communications materials to support a gender equity campaign at a factory in Hanoi, Vietnam. The period of consultancy work is from **1-31 December 2022**.

As part of the service, the firm or individual consultant will specifically:

- Create a visual identity design guideline comprising a set of color palettes and custom illustrations that clearly represent campaign goals and objectives and are aligned with existing relevant branding guidelines, e.g., ISC, USAID, Crystal Martin.
- Design communications materials to be used as campaign tools to promote gender equity using the visual identity created. The communications materials under this proposal request are included but not limited to:
 - 3 Sets of Posters for use online and offline.
 - 3 Sets of Backdrop for use online and offline.
 - 4 Sets of Social Media Post Graphics.
 - 1 Set of Social Media Profile Template.
 - 1 Set of Flyers/ Leaflets.

D. Qualifications

- Local or international firm/ individual consultant based in Thailand or Vietnam.
- Demonstrated at least 5 years of experience in the relevant field.
- Experience designing materials that speak to high-level audiences, including funders.
- Experience designing materials that speak to one or more of our core areas of work in the Vietnamese language:
 - Sustainability
 - Gender Equity/Equality
 - Community Collaboration
- Experience working with INGOs or NGOs will be an added advantage.

E. Submission Requirements

Interested organizations or consultants must provide information indicating that they are qualified to perform the services, along with cost information, by submitting a proposal via email to msma@sustain.org, with RFP – Graphics Design in the subject line by **November 29, 2022**.

Submissions should include the following information (max total of 5 pages).

- Name and contact details
- Description of qualifications
- Portfolio and example of design work on the relevant scope
- Cost information: The consultant should submit a detailed cost proposal in THB.