



United Nations Population Fund  
 Level 14, Kina Bank Haus  
 Port Moresby, Papua New Guinea  
 Email: [png\\_procurement@unfpa.org](mailto:png_procurement@unfpa.org)  
 Website: [www.unfpa.org](http://www.unfpa.org)

## ANNEX II: Terms of Reference (TOR)

### Request for Proposal for the Provision of multi-media communication support to multiple UNFPA projects

<b>Location:</b>	Bougainville and Port Moresby
<b>Languages Required:</b>	English & Tok Pidgin
<b>Starting Date:</b>	24 March to 31 December 2025

Hiring Office:	UNFPA Papua New Guinea Country Office
Purpose of service	<p>UNFPA aims to contract a multi-media firm to provide strategic communications, graphic design, social media support to the following projects at UNFPA Papua New Guinea:</p> <p>The Sustaining Peace in Bougainville (SPB) project provides post-referendum support to Bougainville and PNG to advance ongoing post-referendum negotiations and related peace processes at both national and regional levels, ensuring that diverse community voices are included. Under this initiative, UNFPA is supporting community dialogues around the Bougainville Peace Agreement and a peaceful future for the region. UNFPA has partnered with the Autonomous Bougainville Government and local CSOs to co-create knowledge about the capacity, needs, and gaps that communities in Bougainville face in relation to the six pillars of the Bougainville Peace agreement, with a particular focus on women and youth.</p> <p>UNFPA and UNDP conducted participatory research on 1) the impact of armed violence on women and girls and 2) the social and gender norms feeding the prevalence of toxic masculinity in Hela, Southern Highlands and Enga Provinces of Papua New Guinea under the SALIENT project - Strengthening Arms Control and Armed Violence Prevention for People-Centred Citizen Security in PNG, in line with the Government’s commitment to the United Nations Programme of Action to Prevent, Combat and Eradicate the Illicit Trade in Small Arms and Light Weapons in All Its Aspects. The research has been completed and UNFPA seeks to create data-to-action multi-media assets to disseminate the results to influence programming and policy.</p> <p>The Ending the Scourge of Gender-Based Violence and Sorcery Accusation Related Violence in Papua New Guinea project works to ensure survivors of Gender Based Violence (GBV) and Sorcery Accusation Related Violence (SARV) have access to quality, coordinated and accessible support and to prevent GBV and SARV through positive social norm change which utilizes visual storytelling to foster peaceful interpersonal and intercommunal relationships.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<p>The contractor will work closely with the GBV Programme Specialist and the UNFPA PNG Country Office (Programs and Operations team) to ensure the timely and high-quality delivery of all outputs. Over a nine-month period, the contractor will provide comprehensive strategic communications support to two UNFPA projects, focusing on the following key areas:</p> <p><b>1. Information Design</b></p> <ul style="list-style-type: none"> <li>• Engage with technical content to distill and communicate key messages.</li> <li>• Identify key points, determine information hierarchy, and conceptualize visual representations.</li> <li>• Develop print and digital infographics, data visualizations, flowcharts, maps, and posters.</li> <li>• Design reports, manuals, briefs, PowerPoint presentations, and other communication materials.</li> </ul>



United Nations Population Fund  
 Level 14, Kina Bank Haus  
 Port Moresby, Papua New Guinea  
 Email: [png\\_procurement@unfpa.org](mailto:png_procurement@unfpa.org)  
 Website: [www.unfpa.org](http://www.unfpa.org)

	<p><b>2. Graphic Design and Animation</b></p> <ul style="list-style-type: none"> <li>• Develop mood boards, storyboards, and animations to showcase project progress, achievements and milestones.</li> <li>• Create cartoons or figures as requested.</li> <li>• Capture and edit photographs and audio content for voiceovers.</li> <li>• Animations must reflect the identities of the different communities in Bougainville for representation and to increase ownership.</li> </ul> <p><b>3. Social Media and Traditional Media Stories</b></p> <ul style="list-style-type: none"> <li>• Collaborate with UNFPA’s communications teams to draft press releases and news articles.</li> <li>• Develop and publish monthly social media content for UNFPA’s platforms related to the projects.</li> <li>• Create short clips/reels for social media.</li> </ul>						
<p>Duration and working schedule:</p>	<p>Estimated starting date: 24 March 2025                  Estimated ending date: 31 December 2025</p>						
<p>Monitoring and progress control, including reporting requirements, periodicity format and deadline:</p>	<p>Under the overall guidance of the UNFPA Representative and the direct supervision of the GBV Programme Specialist, the contractor will produce a series of multi-media assets aligned with the projects’ and UNFPA’s priorities.</p>						
<p>Schedule of Payment</p>	<p>Payment shall be made based on the deliverables indicated below. All deliverables must adhere to the following requirements:</p> <ul style="list-style-type: none"> <li>• All animations, infographics, and social media tiles must be delivered in PDF, JPEG and PNG version.</li> <li>• All documents must be delivered in Word and PDF version.</li> <li>• All deliverables must be uploaded on a google drive folder provided by the Project Team.</li> <li>• Unless otherwise indicated, content must be generated in Tok Pidgin and English.</li> </ul> <table border="1" data-bbox="402 1402 1388 1940"> <thead> <tr> <th data-bbox="402 1402 935 1461">Deliverable/Output</th> <th data-bbox="935 1402 1183 1461">Estimated Delivery Date</th> <th data-bbox="1183 1402 1388 1461">Disbursement of Funds</th> </tr> </thead> <tbody> <tr> <td data-bbox="402 1461 935 1940"> <p><b>Inception Phase (April 2025)</b></p> <ul style="list-style-type: none"> <li>• Introductory meetings with the project manager, programme team, and UNFPA Communications team.</li> <li>• Review of project documents and timelines.</li> <li>• Development of a communication strategy and work plan.</li> <li>• Creation of a mood board aligned with UNFPA branding.</li> <li>• Development of a draft social media calendar.</li> <li>• Drafting of consent forms for audio and photography of project participants.</li> </ul> </td> <td data-bbox="935 1461 1183 1940"> <p>15<sup>th</sup> April 2025</p> </td> <td data-bbox="1183 1461 1388 1940"> <p>10 %</p> </td> </tr> </tbody> </table>	Deliverable/Output	Estimated Delivery Date	Disbursement of Funds	<p><b>Inception Phase (April 2025)</b></p> <ul style="list-style-type: none"> <li>• Introductory meetings with the project manager, programme team, and UNFPA Communications team.</li> <li>• Review of project documents and timelines.</li> <li>• Development of a communication strategy and work plan.</li> <li>• Creation of a mood board aligned with UNFPA branding.</li> <li>• Development of a draft social media calendar.</li> <li>• Drafting of consent forms for audio and photography of project participants.</li> </ul>	<p>15<sup>th</sup> April 2025</p>	<p>10 %</p>
Deliverable/Output	Estimated Delivery Date	Disbursement of Funds					
<p><b>Inception Phase (April 2025)</b></p> <ul style="list-style-type: none"> <li>• Introductory meetings with the project manager, programme team, and UNFPA Communications team.</li> <li>• Review of project documents and timelines.</li> <li>• Development of a communication strategy and work plan.</li> <li>• Creation of a mood board aligned with UNFPA branding.</li> <li>• Development of a draft social media calendar.</li> <li>• Drafting of consent forms for audio and photography of project participants.</li> </ul>	<p>15<sup>th</sup> April 2025</p>	<p>10 %</p>					



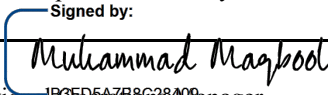
	<p><b>First Phase (April 2025)</b></p> <ul style="list-style-type: none"> <li>• Design a 20-30 pages manual on community dialogues, content to be provided by UNFPA.</li> <li>• Five (5) social media posts with graphics and boosting options.</li> <li>• Three (3) customized PowerPoint decks (one for each project).</li> <li>• Two (2) draft report templates (one for each project).</li> <li>• Two (2) draft templates for 1–2-page briefs for each project.                         <ul style="list-style-type: none"> <li>○ Six (6) draft templates for community dialogue briefs on the pillars of the Bougainville Peace Agreement.</li> </ul> </li> <li>• Two (2) draft templates for A2 and A4 infographics for each project.                         <ul style="list-style-type: none"> <li>○ Six (6) pillar-specific infographics on the Bougainville Peace Agreement.</li> </ul> </li> <li>• Creation of two (2) infographics for the SALIENT research highlighting research results and pilot program process, in collaboration with UNFPA.</li> <li>• Collection and approval of logos from all relevant partners.</li> <li>• Preparations for travel to Bougainville.</li> </ul>	<p>30<sup>th</sup> April 2025</p>	<p>20%</p>
	<p><b>Second Phase (May-July 2025)</b></p> <ul style="list-style-type: none"> <li>• Design of project reports as requested for SALIENT.</li> <li>• Design of UNFPA-written briefs for SALIENT.</li> <li>• Two (2) weeks travel to Bougainville for engagement with implementing partners and participation in the community dialogues across 13 districts (transportation will be arranged by UNFPA).</li> <li>• Six (6) short video clips (30 seconds – 1 minute) on the Bougainville Peace Agreement pillars for social media (photos, design, and voiceover; no original videography needed).</li> <li>• Photography of participants, landscapes, and activities, with captions for UNFPA Flickr and reports.</li> <li>• Creation of six (6) infographics summarizing community dialogue results for each pillar of the BPA, in collaboration with UNFPA.</li> </ul>	<p>10<sup>th</sup> June 2025  31<sup>st</sup> July 2025</p>	<p>30%</p>



	<ul style="list-style-type: none"> <li>• Ten (10) social media posts with graphics and boosting options.</li> <li>• Format twenty-four (24) PowerPoint presentations (20 slides each) using one of the pre-designed templates for use in coursework.</li> </ul>		
	<p><b>Third Phase (August 2025)</b></p> <ul style="list-style-type: none"> <li>• Development of flowcharts detailing:                             <ul style="list-style-type: none"> <li>○ Bougainville Government Structure</li> <li>○ Bougainville Youth Federation Structure</li> <li>○ Bougainville Women’s Federation Structure</li> </ul> </li> <li>• Digitization of participatory community-based activity materials (e.g., maps, Venn diagrams, charts, drawings).</li> <li>• Ten (10) social media posts with graphics and boosting options.</li> </ul>	30 <sup>th</sup> August 2025	20%
	<p><b>Final Phase</b></p> <ul style="list-style-type: none"> <li>• Design of project reports as requested for SPB.</li> <li>• Design of UNFPA-written briefs for SPB.</li> <li>• Editing and submission of fifty (50) photographs from the field mission, with detailed captions.</li> <li>• Fifteen (15) social media posts with graphics and boosting options.</li> <li>• Creation of ten (8) infographics highlighting project achievements and results for the Sustaining Peace in Bougainville project, in collaboration with UNFPA.</li> </ul>	15 <sup>th</sup> December 2025	20%
Expected travel:	All three regions of the Autonomous Region of Bougainville – vehicle hire costs in Bougainville will be covered by UNFPA but all other travel and accommodation costs must be included in the financial application.		
Required expertise, qualifications and competencies, including language requirements:	UNFPA is seeking a qualified company or a team of experts to provide this service. Bidder is expected to have the following experience, skills and qualities:  <u>Required Experience:</u> <ul style="list-style-type: none"> <li>• Clear example of previous digital stories and digital publishing of reports, preferably for UN agencies, government, or international organizations.</li> <li>• At least 5 years of combined experience in supporting governments or UN agencies in</li> </ul>		



United Nations Population Fund  
 Level 14, Kina Bank Haus  
 Port Moresby, Papua New Guinea  
 Email: [png\\_procurement@unfpa.org](mailto:png_procurement@unfpa.org)  
 Website: [www.unfpa.org](http://www.unfpa.org)

	<p>designing communications strategies, materials, and digital interactive products;</p> <ul style="list-style-type: none"> <li>• Publications of complex materials (data projects or reports) disseminated into clear infographics, digital stories, or print format for UN Agencies.</li> <li>• Experience working in Bougainville, with proven contextual knowledge and experience.</li> </ul> <p><u>Preferred Team Composition:</u></p> <ul style="list-style-type: none"> <li>• <b>Designated Leader</b> – leads the conceptualization, scripting, content creation, writing and submits all relevant material on behalf of the team to UNFPA. The leader should possess high quality technical skills and should have the ability to communicate effectively, in writing and orally (English and Tok Pidgin).</li> <li>• <b>Graphics Designer</b> – Formal education in graphic designing preferred. At least 2 years of experience developing mood boards, storyboards, and designing and creating animations/graphics.</li> <li>• <b>Social Media Expert</b> – At least 2 years of experience creating social media content with awareness and knowledge of relevant hashtags and ability to reach large populations.</li> <li>• <b>Additional team members that can contribute to the deliverables are welcome.</b></li> </ul> <p><u>Required Documentations:</u></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Company Profile</li> <li><input checked="" type="checkbox"/> Tax Registration/Payment Certificate</li> <li><input checked="" type="checkbox"/> Certificate of Registration of the business</li> <li><input checked="" type="checkbox"/> CV's of all key personnel proposed for this tender</li> </ul> <p><u>Languages:</u></p> <ul style="list-style-type: none"> <li>○ Fluency in oral and written English and Tok Pidgin is required.</li> </ul>
<p>Services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:</p>	<p>The following will be provided by UNFPA:</p> <ul style="list-style-type: none"> <li>• Technical meetings with UNFPA staff involved in the project.</li> <li>• Relevant technical content and text.</li> <li>• Links with community members and relevant stakeholders.</li> </ul>
<p>Submission Instructions</p>	<p>Completed proposals should be submitted to <a href="mailto:png-procurement@unfpa.org">png-procurement@unfpa.org</a> , no later than 18<sup>th</sup> March 2025. For any clarification regarding this assignment please write to <a href="mailto:png-procurement@unfpa.org">png-procurement@unfpa.org</a></p> <p>Please be guided by the instructions provided in this document above while preparing your submission.</p> <p>Incomplete proposals and failure to comply with proposal submission instruction may not be considered or may result in disqualification of proposal.</p> <p>UNFPA looks forward to receiving your Proposal and thank you in advance for your interest in UNFPA procurement opportunities.</p>
<p>Approved</p>	<p>Signed by:            Muhmmad Maqbool , UNFPA International Operations Manager</p>