



This project is funded
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Implemented by:

Terms of References

for

the Designer

1. Background

The CURE Foundation has started the implementation of the project ***Bonds for Change – Addressing the gap between women’s activism and political engagement*** funded by the EU (hereinafter: Project). The specific objectives of the Project are as follows: (i) The dialogue and the exchange of experiences and expertise in gender equality advocacy between civil society organizations and women holding political positions in legislative bodies at the entity and state level are established. (ii) The gap between the goals of gender mainstreamed policies and political life in BiH is reduced. (iii) Women in media and academia ally with policy and advocacy work of women politicians and civil society organizations through promotion of gender-mainstreamed policies with wider public. As part of the Project, an online campaign and four events (conferences) are planned. For that reason, there is a need to engage a designer who will create the visual identity of the Project and the promotional material.

2. SCOPE OF WORK

The main goal of this assignment is to create a visual identity of the Project and its products.

Specifically, the selected designer will be responsible for:

- creation and delivery of the visual identity of the Project and all of the promotional materials including the material for the online campaign.

3. DELIVERABLES / SPECIFIC OUTPUTS EXPECTED FROM THE DESIGNER

The following deliverables are expected from the selected designer:

- Delivery of the visual identity of the Project and all promotional materials including the material for the online campaign **3 days after signing the contract.**
- All the deliverables must be in the line with the Communication and Visibility Plan for the Action.

4. SPECIFIC INPUTS TO BE PROVIDED BY THE CURE FOUNDATION

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The Cure Foundation will cooperate with the Designer and provide him/her with all relevant materials and documents.

Each deliverable is to be submitted to the CURE Foundation for quality control and validation. Based on the comments and recommendations received, deliverables may need to be updated and finalized prior to formal approval by the CURE Foundation. The final approval shall be obtained by the EUSR Office in Sarajevo.

5. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

- academic qualification: University Degree in Design, Art and related fields
- demonstrated experience in creating visual identity of the projects dealing with women's rights, women politicians etc.
- demonstrated experience in the overall designing and layout of the final documents
- demonstrated experience in using the gender evidence-based information
- knowledge of gender issues in BiH and the EU.

6. APPLICATION REQUIREMENTS

Interested applicants must submit the following documents/information to demonstrate their qualifications:

1. Curriculum Vitae (CV);
2. Financial offer which shall contain separated proposal for:
 - creation and delivery of the visual identity of the Project and all of the promotional materials – **Lump sum.**
3. Information on **availability/commencement date.**

7. EVALUATION OF APPLICATIONS

The CURE Foundation applies a fair and transparent selection process that takes into account the technical qualification of the candidates. Candidates will be evaluated using a cumulative analysis method taking into consideration the combination of qualifications, financial proposal and commencement date. Contract will be awarded to the designer whose offer has been evaluated and determined as:

1. Responsive/compliant/acceptable, and
2. Having received the highest score of above mentioned criteria.

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8. HOW TO APPLY

Full applications with supporting documents shall be sent no later than **5 p.m. on July, 10, 2023** by email to Enida@fondacijacure.org

Late and incomplete applications will not be taken into consideration.

The CURE Foundation is committed to achieving workforce diversity in terms of gender, nationality and culture. Qualified women, individuals from minority groups and persons with disabilities are encouraged to apply.

All applications will be treated with the strictest confidence.

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