### TERMS OF REFERENCE – CONSULTANCY

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<th>GRAPHIC DESIGN, TYPESETTING AND PHOTO SELECTION FOR GLOBAL BIODIVERSITY OUTLOOK 4</th>
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#### 1. Background

Global Biodiversity Outlook is the flagship publication of the Convention on Biological Diversity. Three previous editions of report have been prepared (https://www.cbd.int/gbo/). The forth edition of the report will be formally launched in October 2014 and will provide a mid-term assessment of progress towards the implementation of the Strategic Plan for Biodiversity 2011-2020 (https://www.cbd.int/sp/). The forth edition of Global Biodiversity Outlook (GBO-4) was called for in decision X/2.

The production plan for the forth edition of the Global Biodiversity Outlook, is contained in document UNEP/CBD/SBSTTA/16/3. GBO-4 will consist of a package of publications including a main volume, a stand alone executive summary and a technical report. Additional products building on the style of GBO-4 will also be prepared following the main launch of the report in October 2014.

Given the importance of GBO-4 in informing a variety of audiences of the level of progress towards the Aichi Biodiversity Targets and how achievement of the targets would contribute to the 2050 Vision of the Strategic Plan, the Millennium Development Goals as well as possible policy responses to biodiversity loss, it is crucial that GBO-4 be presented in a visual style which is easily accessible to a broad audience. For this reason the Secretariat of the Convention on Biological Diversity is seeking the services of a graphic design firm with expertise in visual, graphic and typographic design to assist in sourcing photos, designing graphs, charts and other visual representations of data in the publication, to create the visual style for the products and to typeset the volumes in the six official United Nations Languages (Arabic, Chinese, English, French, Russian and Spanish).

#### 2. Responsibilities: Deliverables

The contracted firm will work directly with the team of people preparing the forth edition of the Global Biodiversity Outlook and under the overall guidance of the programme officer responsible for the publication. Specifically the contracted firm will be required to assemble a production team to deliver the following two products:

a. **Global Biodiversity Outlook 4 - Main Volume**
   The main volume of GBO-4 will be approximately 20,000 words, and will run to around 100 pages. Printing of the publication will occur during the end of August so that the report can be available in October 2014.

b. **Global Biodiversity Outlook 4 - Executive summary**
   The executive summary of GBO-4 will provide a succinct version of the main volume for an audience of decision makers. The executive summary will be prepared as a stand alone
publication but the text will also be included in the main GBO-4 volume. The executive summary publication will utilize the same branding and style as the main volume of GBO-4 and will have a length of approximately 5,000 words and will run around 16 pages.

In preparing these two products, the firm will need to understand the general overview of the publication and therefore will need to provide input and advice to the Secretariat of the Convention on Biological Diversity. In preparing these two products the selected contractor will need to provide the following services:

a. **Graphic Design and Branding.** Global Biodiversity Outlook 4 will have a distinctive look. All products associated with the project will share the same set of colors, and graphic elements. The branding should have a relationship to that for the United Nation’s Decade on Biodiversity (https://www.cbd.int/2011-2020/logo). The contractor will be required to create the basic look and feel and templates for the documents listed above. Templates for the different language versions, to the extent possible, should seek to keep page numbering the same across languages.

b. **Graphs and Charts.** The design and creation of graphics and revisions for the products above. The bulk of the charts and graphics will be related to the indicators outlined in section 2 of the report, but a number of unique graphics may be required. The graphics could include different types of charts (for example bar charts and line graphs) as well as other types of visual representations (such as maps, flow charts and diagrams). The graphics will have a common style and visual identity, such that visual representations of trends across indicators will be evident from common baselines and looks. The graphics will be created in English first, but will also be translated into the other United Nations Languages. Graphics and maps will be created using standard software and should be compatible with Adobe Illustrator and use a design and fonts in line with the guidance on graphic design and branding listed above. Files will be delivered in .ai format (with all layers) and .eps to allow production of screen (72 dpi), low resolution print (150 dpi) and high resolution print (300dpi) files in various formats (.jpg, .tif, and .pdf) As many as 60 graphics are anticipated.

c. **Identification of photos and settling of rights.** The products are expected to require in the order of 80 images, ranging from full page images to thumbnails. A set of suitable images will need to be selected. The selected photographs must be made available under a license (such as a Creative Commons Attribution-NonCommercial-ShareAlike license) which allows for them to be used in a not for profit publication (both in print and electronically) and which allows them to be modified and reused.

d. **Typesetting.** Typesetting of the main volume and the summary volume in all United Nations languages. Given the graphic-heavy nature of Global Biodiversity Outlook 4, typesetting of the main volume will be slightly more demanding than the typesetting for the executive summary. It is expected that several rounds of revisions will be required.

3. **Timeline – Delivery dates**

The following dates are indicative and may require change. They are based on the assumption that, a final English version will be available around 12 July 2014. The other language versions will be available on 18 August 2014. The report, in all languages will be sent for printing by 31 August 2014.

a. **Upon signature of the contract until 12 July 2014** - Working with the Secretariat of the Convention on Biological Diversity, the contracted firm will establish an overall visual identity and design for the publication. Fonts, colors and general styles will be established. Beginning with the text elements and concepts for graphs and charts from the Secretariat, general principles for the design and creation of graphics will be established and drafts of the first graphics will be generated. Similarly samples of possible cover pages will also be generated and the identification of photographs will commence. Close cooperation with the Secretariat of the Convention on Biological Diversity including regular telephone conversations and possibly a face to face meeting, will also be required during this period.
b. **12 July**: The first draft of the GBO-4 Executive Summary and main volume will be provided in English. Typesetting of the English volume will begin.

c. **13 July to 31 August 2014**: The layout of the main English volume of the report as well as the Executive Summary will be finalized and on this basis the typesetting of the other languages will be undertaken and completed. By the end of this period all final files will be prepared for submission to printers and posting on the website.

4. **Qualification and experience of the consultant(s)**

The successful applicant should demonstrate that the firm can assemble a team with experience in the following areas:

a. **Graphic design** - Experience in translating scientific data into charts and graphs, including ensuring coherence across multiple graphics will be essential. Experience in the typesetting and design of scientific reports for release to decision makers will be similarly essential. Experience in working with fonts and in multiple languages including Arabic, Chinese and Russian is required.

b. **Handling revisions** – Given that the main volume and executive summary of GBO-4 will likely require several rounds of revision, the contracted firm should have an effective means of capturing and reflecting revisions and for handling version control. Further given that numerous people are involved in the preparation of the report, the system for handling revisions must enable work from different locations and time zones to be carried out.

c. **Knowledge of photo sources** - The applicant will need to demonstrate evidence of access to a network of photographic image banks and show experience in securing usage rights which allows for them to be used in a not for profit publication (both in print and electronically) and which allows them to be modified and reused.

d. **Ability to work to tight deadlines**. Given the tight deadlines for preparing both the main volume of GBO-4 and the Executive Summary, the applicant will need to demonstrate experience in meeting deadlines for large scale projects.

e. **Teamwork** - Given the number of organizations and individuals involved in the preparation of GBO-4, the applicant will need to have demonstrated experience in working effectively as part of a multicultural team.

f. **Adaptive management** – Given the number of organizations and individuals involved in the preparation of GBO-4 it is likely that some elements of the timeline outlined above will need to change once the project is underway. The applicant will need to have a demonstrated ability to adjust to these types of changes while still ensuring the products are delivered on time.

5. **Duration of the contract**

The duration of the contract is four (4) months, from signature of the contract until October 2014.

6. **Remuneration and payment modalities**

The remuneration will depend on the offer made by the consultant in relation to the tasks set out above. 25% of the remuneration will be provided on agreement of the visual design of the publication as outlined in 3.a. above (which is expected around 12 July 2014). 75% of the remuneration will be provided upon the completion of all the finalised layouts.
7. Interested applicants should send the following information to secretariat@cbd.int

   a. An expression of interest;

   b. Proof of the ability to provide the services required, in the form of submission of examples of the work;

   c. The name and credentials (CV) of key members of the project team;

   d. A work programme detailing the working methods that will be used, including how revision of the typeset text will be undertaken; and

   e. Cost estimates for the entire project, outlining any assumptions.

HOW TO APPLY

IN ALL CASES PLEASE QUOTE THE CONSULTANCY NUMBER AND TITLE

Consultants: must complete the UN Personal History Form (Form P.11) which is available at: http://www.cbd.int/secretariat/vacancies/

Institutions: should submit the curriculum vitae of the consultants who will undertake the assignment

   Only candidates who are shortlisted will be contacted to finalize the recruitment process

   All applications should be sent to Secretariat@cbd.int by 17 June 2014

THE SECRETARIAT OF THE CONVENTION ON BIOLOGICAL DIVERSITY (SCBD) DOES NOT CHARGE ANY FEES AT ANY STAGE OF THE RECRUITMENT PROCESS, NOR DOES IT CONCERN ITSELF WITH INFORMATION ON BANK ACCOUNTS.