



## Terms of reference

### *Design of Educational modules*

#### **1. Who we are**

The [End FGM European Network](#) (End FGM EU), is an umbrella network of 24 national organisations working in 13 European countries who are expert on female genital mutilation (FGM). We put at the heart of our work grassroots voices to influence European governments and policy-makers to work towards the elimination of FGM. We build our members' capacity, offer spaces to share expertise and develop partnerships.

In 2018, End FGM EU was awarded a grant from the European Commission to implement a project called Gender ABC. This project is in partnership with our members in Italy ([AIDOS](#)), Portugal ([APF](#)), Spain ([Medicos del Mundo](#)) and Germany ([TERRE DES FEMMES](#)).

#### **2. Gender ABC - Project background**

In Europe, a third of women experience gender-based violence since the age of 15. An intervention strategy that has been poorly exploited so far is education in school. Currently, EU education strategy and policies fail to address gender equality and gender-based violence in the school system.

Launched in September 2018, Gender ABC is a two-year education-based programme which explores and challenges the negative social norms that drive Gender Based Violence, with students between the ages of 6-18. The school system is an ideal setting for tackling gender inequalities and gender-based violence from an early age. This programme will assist young people to identify and resist gender-based violence and to become agents of change within their communities. Beyond schools, the project will also connect with families, communities and local support services to develop a supportive and safe environment for young people to learn.

The project objectives are:

- Empower children to respect human rights, recognize violations of children rights and forms of GBV violence and protect themselves;
- Raise the awareness of school personnel, families, communities and support services to develop a supportive environment for children;
- Strengthen political commitment of local authorities (education, welfare, youth) to sustain school education programmes on gender.

A concrete output of the project is design and publication of 18 education programme modules covering a broad range of topics including gender equality, Gender Based Violence and harmful traditional practices. The education programme will be available in 6 languages (DE, EN, ES, Basque, IT, PT). Therefore, this will not only be a resource permanently available to the project schools, but has the potential to be used by other schools in the project countries and beyond.

### **3. Purpose and Scope of services**

End FGM EU is looking for a graphic designer/design company to produce high-quality documents with reader-friendly designing.

The final suite of documents will serve as primary source of information for educators, teachers and project partners.

#### **The graphic design**

The suite of documents includes:

- 18 educational modules (see Annex for detail)
- Risk assessment
- General methodology
- Glossary

All these will be designed based on the English version of the text.

This master-copy / template will then be used to integrate the same content translated in 5 other languages: Spanish, Basque, Italian, Portuguese and German.

The consultant will:

#### A. Develop a draft

Inspired by the Gender ABC logo branding the designer/design company is expected to develop design options for the modules. Please note that these should be done using the English version of the text.

#### B. Production

The chosen design template will then be adapted to the 5 other languages. Please note as this is a consortium, adequate time must be made available for feedback/finalisation. There will be a minimum of 3 phases of iteration.

#### C. Post production

Rights of ownership of all document content is to be delivered to End FGM EU.



#### **4. Visuals**

We can provide royalty free pictures. The graphic designer is welcomed to provide its own visuals (pictures, drawings, infographics...).

#### **5. Deliverables**

The designer will deliver 21 documents in English, all replicated in 5 other languages: Portuguese, German, Spanish, Basque, Italian (knowledge of these languages is not required).

#### **6. Timeframe and budget**

The final product will have to be delivered by the **30th of August**. The project should begin on the 15<sup>th</sup> of July.

Budget: **10,000 euros (including tax)**.

#### **7. Required Skills and Experience**

The graphic designer/graphic designing company will have a proven track record of designing publications. The ideal candidate:

- Must be a creative thinker with experience designing long texts
- Can adapt changes easily
- Has an ability to develop concept to production transforming it to best practice communicative visuals
- Full professional proficiency in English
- Has excellent planning and organizational skills
- Has the ability to produce high quality content on **tight deadlines**
- Has experience in working in education context
- Has some knowledge about gender equality
- Past experience in educational/informative designing is a plus

#### **8. How to Apply**

- Please email your proposal to: [omasson@endfgm.eu](mailto:omasson@endfgm.eu) with the **subject "Design - Gender ABC"** by **July 10, 2019**, including:
  - **overall approach to the project**
  - **quotes and price break down**
  - **timeline of the project (July 15 to August 30)**
  - **website or portfolio (links)**

Prices indicated in the proposal must be fixed amounts in Euro. The amount of VAT should be shown separately.



All applicants will receive acknowledgement of receipt of their proposal and will be informed of the outcomes of the selection process by email within seven working days following the deadline date

**Annex:**

Modules Primary Schools	Total Pages
Body Safety / Female Genital Mutilation	17
Empowerment and Communication	13
Gender-based Violence	10
Gender social norms and Stereotypes	8
Human and Children Rights	16
Sexual Orientation and Gender Identity	12

Modules Secondary Schools	Total Pages
Cyberviolence	11
Early Forced Marriage	12
Empowerment and Communication	12
Female Genital Mutilation	12
Gender-based Violence	12
Gender social Norms and Stereotypes	9
Group Building	8
Human and Children Rights	10
Intimate Partner Violence	10
Sexual Orientation and Gender Identity	9
Sexual & Reproductive Health and Rights	13
Sexual Violence	12

Other	Total Pages
Risk Assessment	15
General Methodology	14
Glossary	16

