



Terms of Reference

For developing posters for the UN International Youth Day social media campaign

Background

Every year, 12 August is International Youth Day (IYD). The theme of IYD in 2023 is “Green Skills for Youth: Towards a Sustainable World¹.”

Today, the world is embarking on a green transition. The shift towards an environmentally sustainable and climate-friendly world is critical not only for responding to the global climate crisis but also for achieving the Sustainable Development Goals (SDGs)².

Green skills are “knowledge, abilities, values and attitudes needed to live in, develop and support a sustainable and resource-efficient society³”. While green skills are relevant for people of all ages, they have heightened importance for young people, who can contribute to the green transition for a longer period of time.

In celebration of IYD 2023, the United Nations Population Fund (UNFPA), as the chair agency of the United Nations Thematic Group on Youth (UNTYG), will organize a poster campaign on social media to raise public awareness, especially young people’s understanding of green skills and engage them for a green transition. To do this, an experienced designer or organization will be recruited to support the posters design and promote the poster campaign in the week of 12 August.

Target audience and key messages:

Primary audience: The primary audience is young people aged 10-35⁴. Extended audiences include stakeholders that play a significant role in supporting and nurturing young people’s green skills, such as policy makers, green industry leaders, experts, as well as educators and training providers, etc.

Key messages:

- Green skills are knowledge, abilities, values and attitudes needed to live in, develop and support a sustainable and resource-efficient society.

¹ United Nations, International Youth Day. <https://www.un.org/en/observances/youth-day>

² i.b.i.d

³ OECD/Cedefop (2014). Greener Skills and Jobs. OECD Green Growth Studies, OECD Publishing.

⁴ Combining the UN’s definition of young people (10-24 years old) and China’s definition of young people (14-35 years old).

Youth 2030: Working with and for Young People.

https://www.un.org/youthenvoy/wp-content/uploads/2018/09/18-00080_UN-Youth-Strategy_Web.pdf

The Medium and Long-Term Youth Development Plan (2016-2025)



- Green skills are relevant for people of all ages.
- Young people who are equipped with green skills can be catalysts that lead the transition to a greener future.
- The UN is committed to supporting young people in China in green skills development.
- Call to action:
 - Young people should be aware of green skills, and prepare themselves for the transition to a green economy.
 - Empowering youth with green skills and helping them embrace a green future.

Scope of work

An experienced designer/organization will be selected to design and promote the poster campaign and complete the following tasks:

- **Planning stage:** based on the concept of green skills and objectives of the campaign, design 2-3 templates for the posters.
 - Style: delightful, energetic, youth-friendly, eye-catching, innovative in line with the UN visual design style
 - Each poster should contain: a human figure (provided by UNTGY, including a young person, head of a UN agency, an advocate or an expert), a quote from the character, a key message, the UN in China logo, etc.
- **Development stage:** based on the chosen template/s by UNFPA and UNTGY, produce around 50 posters with a unified design (can be in different colors), including:
 - Knowledge sharing posters: 2-3 posters introducing what is IYD, what are green skills, and key messages of IYD.
 - Quote posters: Around 48 quote posters for 16 UN agencies (each agency has up to three posters).
 - One consolidated visual product: provide support to develop a consolidated visual product of selected posters, such as a short video or GIF, by 7 August 2023
- **Final deliverable:**
 - 50 finalized posters available in both **English and Chinese** languages by 4 August 2023.

Posters examples (for reference only)



Contract host and duration

UNFPA will fund the development of the posters and therefore the contract will sit at UNFPA. The contract duration will be till-19 August 2023 (tentatively)

Expected outputs and deliverables

The communication agency will be required to complete the following outputs and deliverables:

Deliverable	Deadline (actual date TBD)
Preliminary design of the template and a communication plan (optional)	with the proposal
3 templates on the green skills theme posters that meet the requirements stated by UNFPA	by 21 July 2023
A series of posters with different coloured backgrounds; 16 UN agencies providing the human figure and quotes	25 July - 4 August
A consolidated visual product of selected posters	7 August

Institutional arrangement

- The contractor will be reporting to the UNFPA Youth Leadership Project Officer and UNFPA China Communications Analyst, and working with the technical and communication focal points from other UN agencies.
- Regular catch-up and progress updates via physical or virtual meetings will be required.



- The contractor will be required to establish its own task force and provide all the equipment and materials needed to produce the visual product.

Duty station

- Beijing, China

Competencies and experiences

- Proficiency in visual design, and graphic creation. Ability to create visually captivating and aesthetically pleasing graphics, and illustrations that align with the chosen format and target audience.
- Demonstrated ability to develop creative and engaging concepts that effectively convey messages to the target audience. Experience in creating visually appealing content, especially posters, that resonates with young people's interests and characteristics.
- Experience in managing projects within tight timelines, delivering high-quality results within the specified timeframe.
- Strong collaboration skills and the ability to work closely with the UN and designated focal points. Effective communication skills to understand requirements, incorporate feedback, and maintain regular updates on project progress.
- Access to suitable equipment and software to ensure the smooth execution of the visual product development.

A costed proposal and schedule of payments

The contractor will be required to submit a proposal providing the preliminary design of the poster template, and previous work portfolio (graphic design, especially poster design work). The proposal should also include a lump sum amount inclusive of all relevant costs based on the scope of work and expected deliverables.

UNFPA will pay the contractor 100 percent of the agreed price upon receipt of the satisfactory deliverables by the given deadlines.

How to submit

Please submit a proposal, and a lump sum price in Chinese yuan, together with a link to any previous samples of quality graphic design products you or your teams did as supporting documents by email to: china.office@unfpa.org by 17 July 2022.