



United Nations
Educational, Scientific and
Cultural Organization



Sustainable
Development
Goals

UNESCO Bangkok Office
Administration and Finance Unit

Call for Proposals – UNESCO Bangkok Infographics

Production of Infographic set for UNESCO Bangkok Office

Background:

As part of the UNESCO Bangkok Office's efforts to raise its visibility and in line with its Public Information and Outreach (PIO) strategy, the Office aims to produce a wider variety of communication materials, including a set of infographics to serve as an engaging, visually appealing introduction to UNESCO's work in addressing key challenges in the organization's mandated areas.

Work:

Under the overall authority of the Director of UNESCO Regional Bureau for Education in Asia and the Pacific, and the direct supervision of the Chief of the Executive Office of UNESCO Bangkok and Publication Information and Liaison Officer of Public Information and Outreach (PIO) of UNESCO Bangkok, the Contractor selected for this project will create original infographics on these topics:

- **Journalist killings in Asia-Pacific:** This will regionalize the global challenge of journalist killings in Asia-Pacific, and highlight the issue of the culture of impunity around these crimes.
- **Heritage protection:** UNESCO's work to protect heritage of all types – natural, built, intangible, underwater, etc., – and how all cultural components are connected to the SDGs.
- **Mother tongue-based multilingual education:** An overview of linguistic diversity in Asia-Pacific, highlighting in particular areas where learners do not have access to education in a language they understand, as well as countries where successful MTB-MLE are in place.
- **Technical and vocational education and training (TVET):** A look at UNESCO's work to promote TVET in the region, with relevant enrollment and labour market statistics.
- **Groundwater resource management:** Looking at the importance of groundwater as a resource in Asia-Pacific, issues around transboundary aquifers and UNESCO's work to promote cooperation and understanding on this issue.
- **Memory of the World:** A look at UNESCO's Memory of the World Programme, highlighting the work of the Memory of the World Committee for Asia Pacific, as well as Asia-Pacific items on the global register.

The infographics will serve multiple outreach purposes, including advocacy on online platforms, funding proposals, as well as for physical displays at UNESCO-related forums and workshops, with the potential for translation into local languages. All infographics will follow a similar format: highlighting the current situation as it pertains to the concerned issue; underscoring and detailing the challenges in this area; and highlighting what UNESCO does to address these challenges, including how this work advances the 2030 Agenda for Sustainable Development.

The selected contractor will propose a design theme that will then be reflected across all six infographics (and subsequent ones in later stages of this project).

To complete the project, the contractor will deliver original, editable files, as well as high-resolution versions of final products. UNESCO will own the rights to all infographics produced under this project.

Terms of the Proposal:

The proposal submitted to UNESCO should include:

1. A Technical Proposal comprising:

- An introduction of you or your company, explaining your fit for this project, including information on capacity and previous experience producing infographics, particularly for UN agencies, international development bodies, etc. While UNESCO will provide the content for these infographics, preference will be given to service providers who can provide editorial suggestions and design advice based on experience in distilling programmatic material into public-facing communications materials.
- Examples of three past infographic projects demonstrating various styles.
- CVs of yourself and/or proposed team members.
- A work plan for this assignment, keeping in mind the following dates:
Work to commence: 10 May 2018
Work to be completed: 10 June 2018

2. A financial proposal broken down by activity and quoted in US dollars.

Please submit your proposals to pio.bangkok@unesco.org

The deadline for submission is: **16 April 2018 by Midnight, Bangkok time**