

Terms of Reference (ToR)

Design and Layout of IFDC Strategy 2026–2035

1. Background

The International Fertilizer Development Center (IFDC) is preparing its Strategy 2026–2035 to guide its work on sustainable agriculture and food security over the next decade. This flagship document requires professional design and layout to effectively communicate IFDC’s vision and priorities to a global audience.

2. Purpose

To produce a professionally designed, visually engaging, and brand-consistent document that effectively conveys IFDC’s strategic objectives. The final deliverable will be in both English and French.

3. Scope of Work

The selected consultant or agency will:

- Design and lay out the full 50-page strategy document in both English and French versions.
- Design and lay out of a 1-page summary
- Design and lay out of a 2-page summary
- Use photos provided from IFDC’s archives.
- Optional: Produce explainer video for the strategy similar to IFDC’s previous one: <https://www.youtube.com/watch?v=laAZ5lBd7SM>
- Create original infographics, charts, icons, and other drawings to illustrate key messages and data effectively.
- Apply IFDC’s brand guidelines to ensure consistency and professionalism throughout the document.
- Deliver print-ready high-resolution PDFs and interactive digital PDFs optimized for screen reading.
- Provide fully editable source files (e.g., Adobe InDesign).
- Collaborate closely with the IFDC Global Corporate Communications Manager and Strategy Core Team for feedback and approvals.

4. Deliverables

- Three initial design concepts for review.
- Final design and layout for both English and French versions.
- Print-ready and web-optimized PDFs.
- Editable source files.

5. Timeline

Expected project duration: 6 weeks from contract signing. Key milestones:

- Week 1: Kick-off and content receipt.
- Weeks 2–3: Design concepts presentation.
- Week 4: Feedback and revisions.
- Weeks 5–6: Finalization and delivery.
- Optional: If an explainer video is included, please adjust the timeline in your proposal to include the same.

6. Budget Range

Budget depends on design complexity, bilingual work, extent of original infographic creation, and whether an explainer video will be included in your proposal. Detailed cost proposals should include fees for design, two rounds of revisions, and any licensing costs.

7. Qualifications

- Experience in bilingual (English/French) publication design.
- Portfolio evidencing strategic, annual report, or development-sector document design.
- Proficiency in Adobe Creative Suite.
- Strong visual storytelling skills with an ability to create informative, original infographics.
- Familiarity with international development sector communications preferred.

8. Reporting

The consultant will report to the **Global Corporate Communications Manager** and work collaboratively with the Strategy Core Team.

9. Payment Terms

- 40% on approval of design concepts.
- 60% on delivery and acceptance of final files.

10. Submission Details

Please submit by November 3, 2025:

- Proposal of approach and timeline.
- Financial proposal with detailed breakdown.
- Portfolio and references.
- CVs or profiles of key personnel.

11. Evaluation Criteria

- Creativity and design quality (30%)
- Relevant experience and portfolio (25%)
- Cost-effectiveness (20%)
- Timeline feasibility (15%)
- Sector experience (10%)