TERMS OF REFERENCE (ToR)

for

Developing the Nurturing of Youth in Camp (NYC) Youth Artwork-Based Desk Calendar and Success Stories and Photobook

Project	Nurturing of Youth in Camp (NYC)
Implementing Organisation	ActionAid Bangladesh (AAB)
Donor	World Food Programme (WFP)
Duty Station	Cox's Bazar, Bangladesh, with field visits to selected Rohingya refugee camps
Assignment Type	Consultancy – Communication, Documentation, Photography, Publication Design & Printing
Duration	20 working days
Contract Type	Individual Consultant / Consultancy Firm

1. Background

ActionAid Bangladesh (AAB), in partnership with the World Food Programme (WFP), is implementing the Nurturing of Youth in Camp (NYC) Project in the Rohingya refugee camps of Cox's Bazar. The project strengthens the capacity, engagement, leadership and resilience of Rohingya youth through integrated interventions in life skills and awareness, literacy and numeracy, agriculture and food security, cash-based opportunities, mentorship, community participation, gender equality and social cohesion.

These interventions have enabled young people to build skills, demonstrate leadership, contribute to household and community resilience and take part in initiatives promoting food security and positive social change. Youth have also expressed their perspectives, experiences and aspirations through drawings and artwork.

To capture these achievements, amplify youth voices and communicate the project's contributions to the wider humanitarian and development community, AAB intends to engage an experienced individual consultant or consultancy firm to develop two communication and visibility products:

1. **Youth Artwork-Based Desk Calendar:** a creatively designed calendar showcasing selected drawings and artwork by NYC youth participants.
2. **NYC Success Stories and Photobook:** a professionally designed publication combining human-interest stories, selected from those already collected by the NYC team, with high-quality photographs, captions and visual narratives that highlight the project's interventions, youth engagement, community participation and achievements.

The consultant will undertake content review, story selection, field documentation, photography, creative conceptualisation, editorial development, graphic design and final production of both

products, in close coordination with the NYC project team and AAB's communication and programme personnel, and in line with AAB and WFP feedback and visibility requirements.

2. Objectives

2.1 Overall Objective

To professionally document, creatively present and communicate the achievements, outcomes, youth perspectives and human-interest dimensions of the NYC project through two high-quality, visually engaging and audience-oriented communication products.

2.2 Specific Objectives

1. Showcase the creativity, perspectives and aspirations of Rohingya youth through a professionally designed desk calendar featuring their original artwork.
2. Select and develop compelling success stories that demonstrate meaningful change in the lives of youth participants, their communities and the humanitarian sector.
3. Document the project's interventions, achievements and youth engagement through high-quality photography, integrated into the success stories and photobook.
4. Develop distinctive creative concepts, publication outlines and visual identities for both products.
5. Ensure accurate, ethical, inclusive and dignified representation of Rohingya youth and communities.
6. Strengthen the visibility of the AAB–WFP partnership and its contributions to youth development, food security and community resilience.

3. Scope of Work and Responsibilities

3.1 Inception, Project Familiarisation and Content Review

- Hold an inception meeting with the AAB NYC project and communication teams to clarify objectives, interventions, achievements, target audiences and publication expectations.
- Review project documents, reports, monitoring findings, success stories, case studies, photographs, youth artwork and other communication materials.
- Identify content gaps requiring additional information, interviews, verification or field documentation.
- Develop a concise workplan, documentation methodology and proposed creative direction for both products.
- Present initial concepts and approaches to AAB for review and approval.

3.2 Youth Artwork-Based Desk Calendar

The consultant will develop a visually appealing, professionally designed desk calendar using selected artwork by NYC youth participants. The calendar will comprise 14 pages (A5 size; 12 monthly pages, one cover and one back/information page), with the calendar on one side and youth artwork on the opposite side of each monthly page; Responsibilities include:

- Review the available youth drawings and artwork, and select pieces based on creativity, originality, thematic relevance, visual quality and representation of diverse youth perspectives.
- Develop the creative concept, title, theme and visual identity of the calendar.
- Design an attractive monthly layout integrating the artwork with calendar information, and add short messages, quotations or youth reflections where appropriate and approved.
- Ensure the accuracy of dates, weekdays, public holidays and other information for the designated calendar year.
- Integrate World Bank, Bangladesh Government, AAB and WFP branding, acknowledgement and visibility elements in line with approved guidelines.
- Present draft designs, incorporate feedback from AAB and WFP, and submit the final print-ready design with editable source files.

3.3 NYC Success Stories and Photobook

The consultant will develop a professionally designed publication that integrates human-interest stories and high-quality documentary photographs to showcase the achievements, experiences and contributions of the NYC project. The publication is expected to be 40–44 pages.

A. Review and Selection of Success Stories

- Review the success stories and case studies already collected by the NYC team.
- Assess them for authenticity, human-interest value, relevance to project objectives, evidence of change, narrative quality and learning potential.
- Shortlist the most compelling stories, ensuring thematic and demographic diversity: female and male youth, different age groups, youth with disabilities where relevant, and different intervention areas.
- Present the proposed selection, with a brief rationale for each story, to AAB for approval.

B. Story Verification and Development

- Conduct follow-up interviews with selected participants to verify and enrich their stories, exploring their backgrounds, challenges, engagement with project interventions, achievements, changes and aspirations.
- Develop and edit the stories into compelling, human-centred narratives, incorporating participant quotations, reflections and contextual information.
- Highlight the NYC project's contribution without exaggerating outcomes or making unsupported claims.
- Maintain participants' dignity, agency and voices throughout.

C. Field Visits and Professional Photography

- Conduct field visits (maximum 2 days) to selected Rohingya refugee camps in Cox's Bazar in coordination with the NYC project team, identifying relevant participants, activities and locations.
- Capture high-quality, balanced photographs – individual portraits, activity-based and group images, and contextual shots – illustrating youth participation, individual experiences and community engagement.
- Cover key intervention areas as relevant to the agreed outline: life skills and awareness, literacy and numeracy, agriculture and food security, cash-based opportunities, mentorship, youth leadership, gender equality and community resilience.

- Select suitable photographs from the existing NYC archive to complement new ones, ensuring all images are authentic, technically sound and relevant.
- Organise photographs with appropriate captions and supporting consent documentation.

D. Creative Conceptualisation and Publication Design

- Propose a distinctive title, creative concept, thematic structure and visual direction.
- Develop an engaging outline that connects individual stories with the broader achievements and interventions of the NYC project, balancing narratives, photographs, quotations, captions and project information.
- Design a visually engaging layout using appropriate typography, colours, graphics and infographics, with consistent editorial tone, visual identity and branding.
- Present the initial concept and draft design to AAB, incorporate consolidated feedback from AAB and WFP, and finalise the publication.

3.4 Coordination, Review and Finalisation

- Coordinate regularly with the designated AAB Communication focal person and NYC project team, including for field visits and stakeholder interviews.
- Present concepts, outlines, story selections and draft designs for review and approval, and incorporate consolidated feedback from AAB and WFP.
- Ensure factual accuracy, editorial consistency, correct branding and professional design quality.
- Submit the final approved products on time, and hand over all original photographs, editable source files and supporting documentation to AAB.

3.5 Printing and Production of Final Copies

The consultant will arrange high-quality printing and delivery of both final approved products through a reputable commercial printer, in line with the minimum specifications below. All printing and delivery costs must be included in the consultant's fee (see Section 10).

Item	Youth Artwork-Based Desk Calendar	Success Stories and Photobook
Quantity	500 copies	300 copies
Size	5 landscape (210 × 148 mm)	6 inches X 8.5 inches
Pages	14 pages, as per Section 3.2	40–44 pages, as per Section 3.3
Inner pages	300 gsm premium art card, matt finish	150 gsm premium matt art paper, suitable for high-quality photograph reproduction
Cover and back support	Cover on 300 gsm art card; 350 gsm rigid board backing as tent-style stand	300 gsm art card cover with matt lamination; spot UV on title optional
Printing	Full-colour (CMYK) offset printing on both sides, colour-managed to match the approved digital machine-proof	Full-colour (CMYK) offset printing, colour-managed to match the approved digital machine-proof
Binding and finishing	Twin-loop wire-o binding along the top edge; matt lamination on cover	Best quality, Perfect binding (PUR) or section-sewn binding; trimmed square and clean

Item	Youth Artwork-Based Desk Calendar	Success Stories and Photobook
Packaging	Each copy protected (shrink-wrap or sleeve) and packed in sturdy cartons	Each copy protected (shrink-wrap or sleeve) and packed in sturdy cartons

In addition, the consultant shall:

- Start printing only after AAB's written approval of the final print-ready files.
- Submit one pre-production printed sample of each product for AAB's approval before the full print run.
- Ensure consistent colour accuracy, sharp image and text reproduction, accurate registration and cutting, and no smudging, banding or misalignment.
- Replace any defective, damaged or misprinted copies at no additional cost to AAB.
- Deliver the packed and labelled copies to AAB Cox's Bazar Office designated by AAB, with a signed delivery note.

Follow the approved AAB and WFP branding and visibility requirements in all printed materials.

4. Expected Deliverables and Acceptance

No.	Deliverable	Acceptance Criteria
1	Inception report and workplan	Approved methodology, timeline, proposed creative concepts and field documentation plan for both products.
2	Content review and story selection	Reviewed project materials, shortlisted success stories and proposed selection rationale, approved by AAB.
3	Youth artwork-based desk calendar	Complete draft calendar design incorporating selected youth artwork and accurate calendar information.
4	Field documentation and photography package	Completed field documentation, verified story information, original high-resolution photographs, captions and required consent records.
5	Draft success stories and photobook	Complete editorial draft, selected stories, curated photographs, captions and initial publication layout.
6	Final publication package	Two final approved publications, print-ready PDFs, editable source files, original photographs and relevant supporting materials.
7	Printed copies of both products	Printed copies delivered to AAB in the agreed quantity, meeting the specifications in Section 3.5, with a signed delivery note.

A digital machine-proof design of both the desk calendar and the success stories and photobook must be delivered first, ahead of the final print-ready files, for AAB's review and approval.

4.1 Final Acceptance Standards

All final products must meet the following standards:

1. **Content Accuracy:** all stories, quotations, project information, dates and figures verified and approved by AAB.

2. **Creative Quality:** distinctive concepts and professional visual presentation.
3. **Editorial Quality:** professionally developed, edited and proofread content.
4. **Photography Quality:** high-resolution, relevant, authentic images suitable for professional publication.
5. **Ethical Compliance:** all participant consent and safeguarding requirements fulfilled.
6. **Branding Compliance:** AAB and WFP branding and acknowledgement requirements followed.
7. **Feedback Incorporation:** consolidated and agreed AAB and WFP comments addressed.
8. **Technical Quality:** final files meet the approved dimensions, resolution, colour and printing specifications. Printed copies must meet the specifications in Section 3.5.
9. **Handover:** all editable design files, original photographs and final publication files submitted to AAB.

The assignment will be considered complete only after written acceptance of both final products by AAB's Communication Manager & Project Manager.

5. Duration and Timeline

The assignment is expected to be completed within 20 working days from the date of contract signing, as follows:

Phase	Key Activities	Indicative Duration
Phase 1	Inception meeting, project familiarisation and content review	1 day
Phase 2	Story review and selection, artwork curation and creative conceptualisation	2 days
Phase 3	Field visits, interviews, story verification and photography	3 days
Phase 4	Story development, editorial preparation and initial publication drafts	2 days
Phase 5	Design and submission of draft calendar and success stories/photobook	2 days
Phase 6	Incorporation of feedback, finalisation and handover	2 days
Phase 7	Printing and Delivery	8 days
Total		20 working days

The consultant will submit a detailed activity-based workplan for approval during the inception phase. The timeline will be finalised with AAB, taking into account field access, participant availability and the agreed review process. AAB will review all deliverables and ensure that the final products are reviewed and endorsed by the WFP focal point. Printing and delivery of the final copies will be completed within next 8 days working days after AAB's written approval of the final print-ready files, in addition to the 12 working days above.

6. Required Qualifications and Experience

AAB invites proposals from qualified individual consultants or consultancy firms with demonstrated expertise in communication, storytelling, photography and publication design.

6.1 For Individual Consultant

- A university degree in Journalism, Mass Communication, Development Studies, Fine Arts, Graphic Design, Visual Communication or a related discipline.
- At least 3–5 years of relevant experience in publication development, storytelling, photography and graphic design.
- Demonstrated experience producing success stories, case studies, photobooks, annual reports, calendars or similar communication products.
- Strong skills in interviewing, human-interest story development, editing and proofreading.
- Proven professional photography skills, including field-based documentation, and proficiency in professional graphic design and publication software.
- Experience working with NGOs, INGOs, UN agencies or humanitarian and development organisations.
- Knowledge of ethical photography, informed consent, safeguarding and protection-sensitive communication.
- Strong coordination, communication and time-management skills.

6.2 Consultancy Firm

Firms should demonstrate the above competencies collectively through clearly identified team members. The proposed team should ideally include:

- **Team Leader/Communication Specialist:** overall coordination, conceptualisation, editorial development and quality assurance.
- **Professional/Documentary Photographer:** field photography, visual documentation and photo curation.
- **Graphic/Publication Designer:** creative design, layout and technical production.
- **Editor/Content Developer:** story development, editing and proofreading.

One individual may perform multiple roles if the necessary competencies are demonstrated.

6.3 Desirable Experience

- Previous documentation of Rohingya refugee response programmes or other humanitarian interventions in Cox's Bazar.
- Experience with youth-led programmes, gender equality, food security, community resilience and social cohesion initiatives.
- Familiarity with the communication and visibility requirements of ActionAid, WFP or other international humanitarian organisations.
- Experience developing publications for international development partners and donors.

7. Reporting and Coordination

The consultant will report to the AAB NYC Project Manager and work in close coordination with the NYC Project Management Team, the AAB Communication/Media Team, relevant field-level programme personnel and other designated AAB staff as required.

The designated AAB Project Manager will facilitate access to project documentation, coordinate field-level arrangements and consolidate organisational and donor feedback. The consultant will manage the assignment independently and ensure timely submission of all agreed deliverables.

8. Ethics, Safeguarding and Protection

Given the humanitarian context and the involvement of Rohingya youth, the consultant must strictly comply with applicable AAB safeguarding, child protection, protection, confidentiality, data protection and ethical communication requirements. Specific requirements include:

- Obtain informed consent before interviews or photography for publication, ensuring participants understand the purpose, intended use and potential audience of the publications.
- Obtain parental/guardian consent and participant assent for individuals under 18, in accordance with AAB safeguarding procedures.
- Respect participants' right to decline interviews, photography or publication of their personal information.
- Avoid disclosing sensitive personal information or details that could expose participants to protection risks.
- Ensure photographs and narratives preserve participants' dignity and do not reinforce harmful stereotypes or discriminatory representations.
- Follow all applicable requirements for photography and documentation inside the refugee camps.
- Store all interview records, photographs and personal information securely.
- Make no promises and offer no incentives to participants in exchange for their participation or stories.

AAB reserves the right to reject any photograph, narrative or publication content that does not meet its ethical, safeguarding or protection requirements.

9. Ownership and Intellectual Property Rights

All materials developed under this assignment – including stories, photographs, interviews, artwork reproductions, concepts, designs, layouts, source files and final publications – remain the property of ActionAid Bangladesh, subject to applicable donor and contractual requirements. The consultant shall:

- Hand over all original and final materials, editable design files and linked assets to AAB upon completion.
- Not reproduce, distribute, publish or use any project-related material for personal or commercial purposes without prior written approval from AAB.
- Ensure that any third-party assets used are properly licensed or authorised for the intended use.
- Maintain confidentiality regarding all project-related information accessed during the assignment.

10. Budget and Payment Modality

Total Budget (Including Vat and Tax): BDT. 385,000

Payment will be made in instalments based on satisfactory completion and written acceptance of the agreed deliverables, subject to AAB's procurement and finance procedures.

The consultant must state clearly whether the proposed fee includes or excludes printing and physical production costs. Unless otherwise specified in the contract, printing and distribution will be managed separately by AAB.

Instalment	Payment Milestone	Percentage
First	Approval of inception report, workplan, creative concepts and proposed story selection, Completion and acceptance of field documentation, story verification and photography package	40%
Third	Submission and acceptance of draft designs of both publications and Approval and handover of final publications, editable source files and original photographs	60%
Total		**100%**

10. Application Requirements

Interested individual consultants or consultancy firms should submit:

1. **Updated CV/Organisational Profile:** demonstrating relevant qualifications, expertise and experience.
2. **Technical Proposal:** understanding of the assignment, methodology, documentation strategy and implementation workplan.
3. **Creative Approach:** a brief explanation of the approach to developing the two publications.
4. **Portfolio of Previous Work:** relevant success stories, photobooks, desk calendars, publications, graphic design and professional photography.
5. **Financial Proposal:** a detailed budget breakdown including consultancy fees, field expenses, printing and production costs (shown separately for each product), taxes and other applicable costs.
6. **Professional References:** contact details of at least two clients or organisations for which similar assignments were completed, where available.

Annex A: Draft Overall Timeline (for Project Team Finalisation)

This draft is shared with the NYC project team to finalise the dates, review windows and responsibilities. Day numbers refer to working days from the date of contract signing (maximum 12 days; the 10-day option shortens Phase 3 to 2 days and Phase 6 to 1 day).

Phase	Day	Key Activities	Output / Milestone	Lead
Phase 1	Day 1	Inception meeting; project familiarisation; review of project documents, stories, artwork and photo archive	Content gap list	Consultant with AAB NYC team & Comms Focal
Phase 2	Day 2	Review and shortlist success stories; curate youth artwork	Story selection with rationale; artwork shortlist	Consultant; AAB approval
Phase 2	Day 3	Creative conceptualisation of both products; submit inception report and workplan; start calendar design	Inception report and workplan; creative concepts	Consultant; AAB review
Phase 3	Day 4–6	Field visits to selected camps; interviews and story verification; photography; consent records	Verified stories; original photographs; captions; consent records	Consultant; NYC team facilitates & Comms Focal
Phase 4	Day 7–8	Story development, editing and initial publication draft; complete draft calendar	Editorial draft; Digital machine-proof design of the calendar (Day 8)	Consultant; AAB review
Phase 5	Day 9–10	Photobook design and draft layout; incorporate first feedback on the calendar proof	Draft photobook; Digital machine-proof design of the photobook (Day 10)	Consultant; AAB and WFP review
Phase 6	Day 11–12	Incorporate consolidated feedback; finalise both products; hand over all files	Final print-ready PDFs, editable source files, original photographs; written acceptance by AAB	Consultant; AAB acceptance
Phase 7	Day 13-20	Printing, quality check and delivery of final copies to AAB within 8 working days of approval	Printed copies delivered as per Section 3.5; signed delivery note	Consultant; AAB receipt
Total				**20 working days**

Notes: (1) Dates to be inserted by the project team once the contract signing date is known. (2) AAB and WFP review time is assumed to run alongside the phases above and is not shown separately. (3) Field visit dates depend on camp access approvals.

Deadline for Proposal Submission: **26 November 2026**

- Please click below the link to submit your proposals

Link: https://consultancy.actionaidbd.org/

Disclaimer: ActionAid Bangladesh reserves the right to accept or reject any or all applications without assigning any reason thereof