



Terms of Reference

Consultancy to Design Graphics for a News Media Campaign

1. Profile of CEJ

Centre for Equality and Justice (CEJ) is a women's organization based in Colombo, working primarily with war-affected Sinhala, Tamil and Muslim women. CEJ's mission is the achievement of gender justice so that men, women and gender minorities live in a society that is free, just and equal. Its objectives are the promotion of gender equality, advancing the rule of law, good governance and democratic principles, promoting women's advancement and economic empowerment, advocating for the commitment to international human rights standards by fostering partnerships with grassroots level women's networks.

2. Project Description

In the wake of the COVID-19 pandemic, Governments globally, including in Sri Lanka, deployed a lockdown strategy where people were confined to their places of residence in order to control the spread of the virus. The Government of Sri Lanka (GoSL) also imposed a nationwide curfew from March 20, 2020 as there was an increase in the number of cases testing positive for COVID-19. This sudden restriction of movement largely limited a woman's access to support services in situations of Domestic Violence (DV). The consequences of these restrictions further exacerbated as the Government's COVID-19 response plan did not include the continuation of services to combat the pre-existing problem of DV. The pressure to respond to COVID-19 cases has compromised the combatting of DV in which Government services such as health care, Police and the Judiciary take center stage. National level hotlines, police desks, counseling services established to specifically support victim survivors of DV were not accessible and still remain inaccessible in certain areas to women since the COVID-19 outbreak.

Women's organizations and women's groups have proven to lead emergency responses during crisis situations more effectively within communities and countries worldwide. As women subjected to forms of DV in spatial confinements worsened during this COVID-19 lockdown with limited to no support services available, civil society organizations (CSOs) and development agencies have come forth to bridge these gaps. This involved having a primary focus on preventative and safeguarding measures which ensure access to support services for victim survivors of DV, an aspect which has been completely left out of the Government's formal COVID-19 response. Amidst this, CEJ identified the need to work with the Forum Against Gender Based Violence (FAGBV), a forum which was established in 2005 by UNFPA Sri Lanka following a consultation with a collective of organizations working on Gender-Based Violence (GBV).

This project aims to capacitate the advocacy and lobbying skills of member organizations of the FAGBV working at local and national levels on the issue of Domestic Violence within a COVID-19 context. CEJ further looks forward to upscaling the current interventions by the FAGBV by strengthening the lobbying and advocacy skills of its member organizations so they are better able to demand that relevant Authorities address Domestic Violence in a more holistic manner.

As such, CEJ seeks the services of a Consultant to design graphics on collective advocacy for improved responses to DV during COVID-19.

3. Scope of Work

CEJ seeks the services of a Graphic designer to carry out the following tasks. All deliverables in the ToR must be approved by CEJ.

Overall

- Attend virtual/phone discussion with CEJ contact person/s when required.
- Produce an overall style/ design based on the input and feedback provided by CEJ.
- Produce high-quality artwork in line with pre-agreed timelines.
- Produce 3 artworks in line with branding guidelines communicated by CEJ.
- Create artwork that is cohesive visually and thematically across the print and digital segments of this campaign. CEJ will direct the Consultant to include QR codes where relevant.
- Produce 9 sketches/ideas for the social media posts/ graphic advertisements and amend them based on the input and feedback provided by CEJ.
- Produce the corresponding posts in the other language(s) graphically uniform to the original posts, in close consultation with CEJ.
- Provide the artwork in print-friendly editions and digital editions accordingly.
- Sign the confidentiality agreement which will supplement this ToR.
- Work on Consultant's own machines and software.

Print Media

The Consultant will produce 3 graphic advertisements to be published in selected newspapers. The content for the graphics and the concepts for the same will be provided by CEJ. The advertisements will be in English, Sinhala and Tamil. The Tamil, Sinhala, and English ads will remain graphically uniform with only the language element edited respectively. The sizes of the graphic advertisements vary according to the selected newspapers. There will be 9 print ads altogether according to the themes of the print campaign with the corresponding E/S/T versions.

4. Deliverables & Timeline

Deliverable	Date
1. Quotation and signing of the contract.	15th October
2. Meet with CEJ for a virtual briefing.	20th October
3. Produce sketches/ideas for the print graphic advertisements.	25th October
4. Finalize the first graphic advertisement in English. Once the English edition is finalized, produce the Tamil and Sinhala graphic advertisements.	1st November
5. Finalize the second graphic advertisement in English. Once the English edition is finalized, produce the Tamil and Sinhala graphic advertisements.	5th November
6. Finalize the third graphic advertisement in English. Once the English edition is finalized, produce the Tamil and Sinhala graphic advertisements.	10th November

5. Duration

The proposed time period of the consultancy will be between the 15th October to 31st November 2022. Any changes made due to reasons beyond the control of CEJ (eg. Possible delays due to lockdown of the country) will be finalized in consultation with the Consultant and on mutual agreement.

6. Payment

The consultant is required to submit a quotation, based on which the payment will be mutually agreed upon by and between the consultant and CEJ.

7. How to Apply

*Only short-listed candidates will be called for an interview. Interested candidates may send a CV and two non-related referees to srilanka.cej@gmail.com indicating the position in the subject line of the email by **14th October 2022**.*