1) Background

The Forest Law Enforcement and Governance (FLEG) II Program\(^1\) will be carried out over a four-year period 2012-2016, focusing on improving forest governance in seven countries that are included in the European Union’s European Neighborhood and Partnership Instrument (ENPI) East region: Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine, and the Russian Federation. The Program builds on and further develops initiatives and activities undertaken during implementation of the first EU funded FLEG Program (2008-2012).

The Program is supported by the European Union contributing to a trust fund administered by the World Bank (WB). Implementation of the Program is led by the World Bank, working in partnership with the International Union for Conservation of Nature and Natural Resources (IUCN) and the World Wide Fund for Nature (WWF) and in close coordination with governmental and nongovernmental stakeholders of the participating countries.

The vision for the end of the Program in 2016 is that the participating countries have clear sector policies and implementation capacity to fight against illegal logging and associated trade, take into account the full social, environmental and economic value of forests, state-of-the-art forest sector laws, and modern forest sector institutions.

The three specific Program Development Objectives are to:

i. make progress implementing the 2005 St. Petersburg FLEG Ministerial Declaration in the participating countries and support the participating countries commit to a time-bound action plan to ensure its implementation and follow-up activities (regional level);

ii. review or revise (or establish a time-bound action plan to review or revise) forest sector policies and legal and administrative structures; improve knowledge of and support for sustainable forest management and good forest governance (including the impact of related EU regulations) in the participating countries (national level); and,

iii. test and demonstrate best practices for sustainable forest management and the feasibility of improved forest governance practices at the field-level on a pilot basis in all participating countries (sub-national level).

The Program will support the participating countries strengthen forest governance through improving implementation of relevant international processes, enhancing their forest policy, legislation and institutional arrangements, and developing, testing and evaluating sustainable forest management models at the local level on a pilot basis for future replication.

\(^1\) [http://enpi-fleg.org/](http://enpi-fleg.org/)

\(^2\) [http://www.enpi-info.eu/](http://www.enpi-info.eu/)
2) Objectives

‘Enhancing educational and institutional capacities to create young school messengers for Moldova’s forests’, activity included into Moldova Country Work Plan, has among its stages also a stage for developing and publishing educational materials focusing on FLEG-specific content. The educational material (text, photos, diagrams, tables, drawings), were already developed by the FLEG II project team of WWF (herein after the Client).

Objective of the assignment is for an Individual Consultant to review, in terms of graphics, the educational material developed (in the form of a Manual), in order to give clarity and effective communication. Encompassing FLEG II communication specific elements shall be sought.

3) Scope of Services

The Consultant may show independence and creativity in fulfilling the assignment, yet among other possible ways for reaching the objective, the Consultant shall take into consideration the following tasks:

1. give final visual imagine (illustration, color) and design (arrangement of typography, book style) to the educational material;
2. collaborate with the project team in identifying the most suitable images (photos, graphs) to illustrate the material; nevertheless, the responsibility to provide the photos falls under the obligations of the Client;
3. will ensure that the material is in line with EC’s Communication and Visibility Manual3, FLEG II brand book, and Client’s brand guidelines;
4. integrate the feedback from the Client, in order to reach the optimal result for the project;
5. will support Client in publishing the educational material, by working closely, as necessary, with the printing house selected to publish the material, in terms of preparing the print file with any specific requirements of the printing house.

4) Reporting and Approval Procedures

After signing the Contract (most probably early February 2015), the Consultant work is expected to last for 2 weeks: one week for the Consultant to fulfill the first 3 tasks mentioned above, and another week to integrate the feedback.

The work outcomes of the Consultant will be the: intermediary graphics and the final graphics of the educational material. After achieving the quality of the intermediary graphics satisfactory to the Client (clearly expressed in a written form), the consultant may complete the remaining parts of the work. Only after Client’s formal acceptance (by signing the acceptance form by both parties), the assignment can be considered as completed.

Reporting of the Consultant will be toward the Client education coordinator for Moldova, namely Ms. Catalina Murariu (cmurariu@wwfdcp.ro).

Acceptance and approval of the Consultant outcomes will be done by the Client through FLEG II Moldova Country Program Coordinator, namely Mrs. Antoanela Costea (acostea@wwfdcp.ro), whom will provide feedback to the consultant within 5 working days after receiving each outcome (to

be sent through email). On expiration of this period, if no reply is received by the Consultant, then reports will be deemed as accepted.

The communication with the Consultant shall be in Romanian and English, as applicable.

5) Institutional Arrangements

Client’s educational coordinator for Moldova will coordinate and guide the execution of the assignment. The supervision of the execution of the assignment will be with FLEG II Moldova Country Program Coordinator.

6) Client’s Input

The Client will provide the Consultant with the educational materials (text, images, structure) already developed by the Client, subject of the Consultant graphic review. Also, the Client will provide to the Consultant the following documents: EC’s Communication and Visibility Manual, FLEG II band book, WWF’s brand guidelines.

The Consultant will perform the services using its own resources and equipment, necessary for the review of the educational materials. The responsibility of licenses for software used is with the Consultant. However, the Consultant may request additional data and assistance from the Client on the issues related to the fulfillment of the assignment.

7) Qualification Requirements

- Minimum 5 years required for Consultant’s experience in computer-aided graphics and/or design.

- Educational proficiency in computer graphics / design software.

- Experience in the following areas: developing materials (books, brochure, flyer, poster) for publishing, vector graphics, Adobe Creative Suite or similar.

- Good knowledge of Romanian and English.