**Terms of Reference for Call for Outdoor branding sign production**

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| **1. Background on Acted** |

Since 1993, as an international non-governmental organization, Acted has been committed to immediate humanitarian relief to support those in urgent need and protect people’s dignity, while co-creating longer term opportunities for sustainable growth and fulfilling people’s potential. Acted endeavors to respond to humanitarian crises and build resilience; promote inclusive and sustainable growth; co-construct effective governance and support the building of civil society worldwide by investing in people and their potential.

We go the last mile: Acted’s mission is to save lives and support people in meeting their needs in hard-to-reach areas. Acted develops and implements programmes that target the most vulnerable amongst populations that have suffered from conflict, natural disaster, or socio-economic hardship. Acted’s approach looks beyond the immediate emergency towards opportunities for longer term livelihoods reconstruction and sustainable development.

Present in the country for more than 20 years, Acted Tajikistan’s interventions have evolved from early stages of recovery- anti-malaria campaigns, school feedings- to today’s development-oriented approach. Within this context, Acted has worked to satisfactorily implement over 200 donor-funded interventions designed to build community capacities in climate change adaptation and disaster risk management, improve local governance, and support sustainable rural development.

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| **2. Background on 3ZERO House Dushanbe** |

The 3ZERO House in Dushanbe is a unique collaborative space established in December 2022 by Acted Tajikistan and Bactria Cultural Centre. It connects diverse actors from various sectors - civil society organizations, public and private sector representatives, and other agents of change - to drive the transition toward a world with Zero Exclusion (no one should be left behind), Zero Carbon (we only have one planet), and Zero Poverty (everyone should be able to realize their potential). This hub fosters innovation and pilots impactful solutions for local challenges related to climate change mitigation and adaptation, economic development, and the inclusion of vulnerable populations not only as beneficiaries but as co-creators and decision-makers.

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| **3. Objective** |

The primary objective of this competition is to acquire unique and innovative branding sign designs for exterior that encapsulate the essence of 3ZERO. We aim to select three top designs for which the designers will receive a monetary award (300 somoni), and another one design will be chosen for realization/production based on the quality/price ratio.

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| **4. Scope of Work** |

Participants are invited to submit a logo and designs aligned with the 3ZERO House logo and brand (necessary materials can be downloaded [here](https://drive.google.com/drive/folders/1jzHNw4NpE-sm9WRSWdtysLDeG_5ILQZT?usp=sharing)) to create an outdoor branding of the ZERO House Dushanbe. Designs must be versatile, modular and easily recognizable. In addition, it must convey 3ZERO House's values.

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| **5. Submission Guidelines** |

a. Submissions must be sent in digital format (JPEG, PNG, or PDF) and source material (initial format, such as AI, CDR, etc.) to [tajikistan.tender@acted.org](mailto:tajikistan.tender@acted.org) by January 23, 2024, 13:00.

b. Each participant is allowed to submit a maximum of 2 designs.

c. Include a brief description of the concept behind each design, materials to be used for production, timeline and price.

d. Sketches should be in full color, and black & white for versatility.

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| **6. Selection Process** |

a. A panel of judges from 3ZERO House Dushanbe will evaluate the submissions based on creativity, originality, relevance to the brand, price, and overall design quality.

b. The top three designs will be selected as finalists, and the respective designers will be notified.

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| **7. Awards** |

a. The designers of the top three selected designs will each receive a monetary award (300 somoni).

b. One selected design for realization/production will receive an additional prize (300 somoni + project realization).

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| **8. Realization/Production Criteria** |

a. The final selection will be based on a combination of design quality and cost-effectiveness.

b. The winning design may be subject to minor adjustments to meet production requirements.

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| **9. Timeline** |

a. Launch of the Call for Submissions: January 4, 2024

b. Submission Deadline: 17:00, January 23, 2024

c. Notification of Top 3 Finalists: January 30-31, 2024

d. Realization/Production of the Selected Design: 2 weeks from notification date

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| **10. Contact Information** |

For inquiries and submissions, please contact [tajikistan.tender@acted.org](mailto:tajikistan.tender@acted.org).

We look forward to receiving your creative designs and thank you in advance for your participation in this branding sign design competition.