



International  
Labour  
Organization

## ► Terms of Reference

Design, layout and printing of a project  
communications booklet

Boosting Decent Jobs and Enhancing Skills for the youth in Rwanda's digital economy

ILO Project Office in Rwanda

## ► 1. Background

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The project for Boosting Decent Jobs and Enhancing Skills for Youth in Rwanda's Digital Economy is a multi-year project funded by the Government of Luxembourg. The project aims to support the country's structural transformation and contribute to a just transition towards a digital economy. Its main goal is to enable more young women and men, particularly youth aged 16 to 30 in Kigali and Secondary Cities, to access decent jobs in the digital economy. The project focuses on promoting job creation and entrepreneurship opportunities, improving digital skills, and facilitating young people's transition to decent work in the digital economy.

As implementation progresses, the project has generated results, partnerships, beneficiary experiences and quantitative evidence that need to be communicated in a concise and visually compelling format. A high-quality communications booklet will provide a practical product for sharing the project's results with government, social partners, the donor, development partners and other stakeholders, while strengthening visibility of the ILO's contribution.

## ► 2. Objective

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The objective of the assignment is to engage a qualified communications design and printing service provider to conceptualize, design, lay out and print a creative A5 communications booklet of 10 pages presenting the project's results and contribution in an accessible, visually engaging and in a quantitative style of presenting the results. The booklet should combine concise narrative, strong photography (provided by the project) and quantitative storytelling, with clear visual emphasis on results, reach and partnerships.

## ► 3. Scope of work and deliverables

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### **A. Content structuring and creative concept**

- 1) Review the content package provided by the ILO, including approved text, quantitative results, photographs, captions, logos and other communication assets.
- 2) Develop and submit two distinct creative design directions for the booklet, including proposed cover treatment, page hierarchy, visual language and a page-by-page content plan.
- 3) Edit and tighten ILO-supplied content for clarity, flow and communications impact, without changing the meaning of approved technical content or introducing unverified data.
- 4) Build the booklet around quantitative storytelling. The final design should include a "Results at a glance" feature with at least eight headline quantitative results and a minimum of six original data visualisations, such as number cards, infographics, simple charts, maps, timelines or icon-led comparisons. All figures must be supplied or validated by the ILO.

### **B. Editorial design and layout**

- 1) Design a 10-page A5 portrait booklet, inclusive of covers, using the ILO visual identity and the project and donor branding elements supplied by the ILO.
- 2) Create a coherent visual narrative using photography, captions, pull quotes, icons, section openers and data visualisations. The design should be modern, uncluttered and suitable for both print and digital circulation.
- 3) Apply clear typography, strong visual hierarchy and consistent page templates so that quantitative information can be understood quickly by senior stakeholders and general audiences.

- 4) Incorporate up to two rounds of consolidated ILO revisions following submission of the first complete designed draft.
- 5) Submit the final approved package in three formats: print-ready high-resolution PDF with bleed and crop marks, web-optimised PDF, and editable source files with all linked graphics.

### C. Printing and delivery

- 1) Print and deliver 50 copies of the final approved booklet in full colour.
- 2) Provide one production-quality printed proof for ILO approval before printing the full batch.
- 3) Ensure all 50 coloured copies are cleanly trimmed, consistently bound and free from colour, , cutting, pagination or finishing defects.
- 4) Deliver the completed copies to the ILO Project Office in Rwanda in protective packaging.

## ► 4. Technical specifications and quality requirements

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The minimum production specifications are as follows:

| Specification | Requirement                                                             |
|---------------|-------------------------------------------------------------------------|
| Finished size | A5 portrait, 148 x 210 mm                                               |
| Extent        | 10 pages inclusive of front and back covers                             |
| Colour        | Full colour, 4/4 process colour throughout                              |
| Inside pages  | 150 gsm matte or silk coated paper                                      |
| Cover         | 250 gsm matte coated stock with matte lamination on the outer cover     |
| Binding       | Saddle stitched, securely finished                                      |
| Pre-press     | Minimum 3 mm bleed, print-ready CMYK artwork and high-resolution images |
| Quantity      | 50 finished copies                                                      |

No printing may commence until the ILO has provided written approval of the final artwork and the production proof. The service provider is responsible for final pre-press checks and for correcting any production defect at no additional cost to the ILO.

## ► 5. Service provider requirements

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- 1) At least three years of demonstrated experience in editorial graphic design, communications publications and professional printing.
- 2) Evidence of at least three comparable booklets, annual reports, brochures or results publications designed and produced for development, public sector, UN or corporate clients.
- 3) Demonstrated capacity in infographic design and visual presentation of quantitative results, not only decorative page layout.
- 4) Professional proficiency in industry-standard editorial design software and capacity to provide editable source files.
- 5) Access to professional colour printing and finishing capacity capable of meeting the specifications and agreed delivery schedule.

The financial proposal should clearly separate costs for creative design and layout, pre-press and revisions, printing of 50 copies, and delivery.

## ► 6. Deliverables and timeline

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The assignment is expected to be completed within approximately 20 working days from contract commencement and receipt of the complete ILO content package, excluding time required for ILO review and approval.

| Deliverable                                                                                                                                                             | Deadline                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <b>Deliverable 1: Creative concept and content architecture</b><br>Two design directions, proposed visual language, cover options and page-by-page plan.                | Within 3 working days of contract commencement and receipt of the content package |
| <b>Deliverable 2: First complete designed draft</b><br>Full 16-page A5 booklet, including proposed quantitative visualisations and all supplied content.                | Within 7 working days following approval of Deliverable 1                         |
| <b>Deliverable 3: Final approved design package</b><br>Two rounds of consolidated revisions incorporated; print-ready PDF, web PDF and editable source files submitted. | Within 3 working days following receipt of final consolidated ILO comments        |
| <b>Deliverable 4: Printing and delivery</b><br>One approved production proof followed by printing and delivery of 50 full-colour copies.                                | Within 5 working days following written approval to print                         |

## ► 7. Payment arrangements

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Payments will be made upon satisfactory completion and written acceptance of the corresponding deliverables by the ILO, as follows:

| Deliverable                                                                                                                 | Payment terms                    |
|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| Upon approval of Deliverable 1: creative concept, content architecture and complete draft and final approved design package | 40% of the total contract amount |
| Upon approval of Deliverable 4: printing and delivery of 50 accepted copies                                                 | 60% of the total contract amount |

## 8. HOW TO APPLY

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Interested suppliers should submit their bids via the United Nations Global Marketplace (UNGM) platform through the link below. [Design, layout and printing of a project communications booklet](#)

Suppliers who are not registered with UNGM are requested to register first and follow the registration instructions before proceeding with their bid submission. [Supplier account creation](#)