FEDERATION OF WOMEN LAWYERS – SOUTH SUDAN (FIDA-SS)

Mobil Roundabout, Compound of the Union of Persons with Disabilities, Juba, South Sudan
www.fidass.org ·

FIDA-SS Terms of Reference: Development of IEC Materials

Request for Technical and Financial Proposals from Companies and Individual Consultants

Summary of the Assignment

Item	Detail
Assignment	Design, translation, pretesting, accessible-format production and printing of information, education and communication (IEC) materials
Project	Justice for All: Survivor-Centered GBV Awareness and Disability Rights Outreach ([Output number to be confirmed])
Locations	Juba, Terekeka and Kajo-Keji
Contracting organization	Federation of Women Lawyers – South Sudan (FIDA-SS)
Who may apply	Registered companies (design, printing, communications and creative agencies), individual consultants and consortia
Duration	[Indicative: 8 weeks from contract signature]
Advert published	4 November 2026
Submission deadline	24 November 2026, 5:00 pm Juba time
Submit to	fidassprocurement@gmail.com, subject line: "Proposal: IEC Materials – Justice for All". Hard copies may be delivered in a sealed envelope to the address above.
Clarification questions	By email to fidassprocurement@gmail.com, subject line: "Clarifications: IEC Materials – Justice for All", up to 15 November 2026. Answers will be shared with all bidders.

1. Background

FIDA-SS is a South Sudanese women lawyers' organization providing legal aid, legal awareness, advocacy and capacity building, with a focus on women, girls, survivors of gender-based violence (GBV), persons with disabilities, children and other vulnerable groups. FIDA-SS runs a legal aid hub at the compound of the Union of Persons with Disabilities in Juba, and a mobile clinic in Terekeka and Kajo-Keji.

With support from UNDP, FIDA-SS is implementing the Justice for All project to help the most vulnerable people, particularly women, girls and GBV survivors, gain equal access to a fair and effective justice system. The project includes public awareness on GBV, the mandate and procedures of the Specialized GBV and Juvenile Court in Juba, legal remedies, disability rights and referral pathways.

FIDA-SS has prepared an IEC messaging framework with nine core messages and draft content for the following printed and accessible materials. The selected contractor will refine, adapt, translate, pretest, design, produce and deliver them.

- 3 roll-up banners
- 500 tri-fold brochures, "Know Your Rights, Know Where to Go"
- 1,000 leaflets in three themed versions
- 2,000 pocket quick reference cards
- 200 Braille booklets, with large-print and audio copies of the same text

Radio PSAs and talk shows are procured separately under the FIDA-SS ToR for Public Service Announcements and Radio Scripts. All IEC materials must stay consistent with the same core messages. All material needs the donor's written approval before printing or public distribution.

2. Purpose and Objectives

The purpose is to obtain print-ready and accessible IEC materials that are accurate, culturally appropriate, survivor-centred, understood by readers in their own languages, and usable by people who cannot read print, including blind, low-vision and deaf people.

By the end of the assignment the contractor will have delivered:

1. Finalised content and designs for all five item types, in the languages set out in Section 4.
2. Translations back-checked by a second person and pretested with target readers.
3. Print-ready files approved by FIDA-SS, legal reviewers and the donor.
4. The full print run, in Braille, large-print and audio formats where required, delivered to Juba, Terekeka and Kajo-Keji.
5. Evidence of pretesting, approvals and delivery, in a final report.

3. Scope of Work and Deliverables

Component A: IEC items (required)

Item	Quantity	Format and content	Core messages
Banners (3)	3	Roll-up banners, suggested 85 by 200 cm, for the legal aid hub, clinic days, forums and the final event. One headline readable from 5 metres,	M1, M2, M3, M4, M6, M7

Item	Quantity	Format and content	Core messages
		three short lines of under 10 words, and the standard contact box. Banner 1: project and hub. Banner 2: GBV and the court. Banner 3: disability rights.	
Brochure	500	A4 tri-fold with six panels, "Know Your Rights, Know Where to Go", for forums, schools, health centres, police posts and county offices. Each panel is readable in under a minute.	As set out panel by panel in the framework
Leaflets	1,000	A5, double-sided, three themed versions: Leaflet 1 "You are not alone" (about 400), Leaflet 2 "Children and the court" (about 300), Leaflet 3 "Justice for everyone" (about 300). The split may change after the pretest.	Leaflet 1: M1, M2, M3, M7, M8. Leaflet 2: M4, M5. Leaflet 3: M6, M2, M3.
Quick reference card	2,000	Pocket card, A6 or smaller, on stiff paper, printed on both sides. Side A: "If violence happens: 5 steps". Side B: "If someone tells you". One county-specific batch for each county, so the mobile clinic line is correct.	M1, M2, M3, M7, M8, M9
Braille booklet	200	Ten pages, one idea per page, no pictures or tables. Companion large-print and audio copies of the same text.	M1, M2, M3, M4, M6, M7, M8

FIDA-SS will provide the draft text, visual direction and the standard contact box for every item in the IEC messaging framework (Annex 1, provided with this ToR).

Activities

Activity	Description
A1. Inception	Review the messaging framework, draft content and project documents. Meet FIDA-SS (in person or by call) to agree the tone, languages by county, design direction, production specifications and plan. Submit an inception note with a detailed work plan.
A2. Content refinement	Edit the English source text for plain language, sentences of about 15 words or fewer, one idea and one action per message. Keep the nine core messages and the writing rules in Section 5.
A3. Translation and adaptation	Translate and adapt each item into the languages in Section 4. Keep the meaning, not word for word. Provide a back-translation into English for FIDA-SS and UNDP spot checks. Every translation is back-checked by a second person.

Activity	Description
A4. Pretesting	Pretest each item and language with 5 to 8 readers, including survivor network members, persons with disabilities (including blind, low-vision and deaf people), women, youth, caregivers and community leaders. Check understanding, comfort, trust and likelihood to act. Agree the local-language word for "survivor" with survivors' advice. Submit a pretest report with the changes made.
A5. Design and illustration	Design all items and produce original drawings or use consented photos only. Use warm, calm colours, high contrast, large print (at least 12 pt), left-aligned text, a clear symbol for each action and no text on busy backgrounds. Submit design concepts for two rounds of review.
A6. Approval support	Make up to two rounds of revisions after FIDA-SS review and one further round after UNDP comments, within the agreed timeline.

Component B: Accessible formats

Activity	Description
B1. Braille transcription	Transcribe the booklet in English and in the main local language of each county, in uncontracted (Grade 1) Braille unless the Union for the Blind in South Sudan advises another standard. Confirm the language split before printing, so that 200 copies are shared across Juba, Terekeka and Kajo-Keji.
B2. Braille proofing	A Braille reader checks the proof before the print run. Accessibility focal volunteers and Union for the Blind members take part in the pretest.
B3. Large-print and audio copies	Produce a large-print copy and a studio-quality audio copy of the booklet text in each booklet language, for people with low vision or who do not read Braille.

Component C: Printing and delivery

Activity	Description
C1. Printing	Print all items to the approved specifications. Propose paper weight, finish and banner material in the technical proposal. Supply a hard-copy sample of each item for FIDA-SS approval before the full print run.

Activity	Description
C2. Packing and delivery	Pack and label by item, language and county, and deliver to FIDA-SS in Juba and to the Terekeka and Kajo-Keji points agreed at inception. Provide a delivery note signed by FIDA-SS for each location.
C3. Distribution log	Provide a template to log each Braille booklet and other items handed out at forums and clinics.

4. Target Audiences, Languages and Core Messages

Audiences

Audience	What they should know and do	Main items
Survivors and people at risk, mostly women and girls aged 12 to 60	M1, M2, M3, M7, M8	Quick reference card, leaflet 1
Caregivers of children and children in conflict with the law	M4, M5	Leaflet 2
Persons with disabilities, including blind and deaf people	M6, M2, M3	Leaflet 3, Braille booklet
Students aged 12 to 18 and teachers	M1, M2, M5, M7	Brochure, quick reference card
Chiefs, religious leaders, men and boys	M9, M4, M8	Brochure
Police, health and other service providers	M9, referral pathway	Brochure, quick reference card

Core messages

Every item draws on the same nine core messages, so the project says the same thing on a banner, a card, a Braille page and the radio. The full plain wording is in the messaging framework (Annex 1).

Code	Core message
M1	Violence is never the survivor's fault
M2	Help is available and it is confidential
M3	FIDA-SS offers legal information, counselling and referral
M4	The Specialized GBV and Juvenile Court in Juba deals with GBV cases and cases involving children
M5	Children in conflict with the law have rights
M6	Persons with disabilities have equal rights to justice, services and information

Code	Core message
M7	Act early and safely: tell a trusted person, get medical care, then get legal help
M8	No one may ask for money, favours or sex in return for help
M9	The community protects survivors: no blame, no gossip, refer

Languages

- **Source text:** English.
- **Translations:** Juba Arabic everywhere; Bari in Juba and Terekeka; Mundari in Terekeka; Kakwa in Kajo-Keji. The languages for each county will be confirmed at the inception meeting.
- **Braille:** English and the main local language of each county, in uncontracted (Grade 1) Braille unless the Union for the Blind advises otherwise.
- Every translation is back-checked by a second person and then pretested.

5. Methodology, Technical Standards and Approvals

Writing and image rules

- One idea and one action per message. Sentences of about 15 words or fewer.
- Say "survivor", never "victim", in English. The local-language word is agreed at pretest, with survivors' advice.
- Never blame, shame or hint that a survivor caused the violence. Never describe violent acts.
- Do not promise outcomes. Say "you can ask for help", not "you will win your case".
- Say "persons with disabilities" or "people who are blind or deaf". Show people with disabilities as people with rights, never as objects of pity.
- No faces, names or places that could identify a survivor or child. Use drawings or consented photos only. No stereotypes, and no political, ethnic or partisan references.
- Pictures carry meaning for people who cannot read: a clear symbol for each action, high contrast, large print, no text on busy backgrounds.
- Legal content is general information, verified by a FIDA-SS advocate and a Judiciary or MOJCA contact.
- Every item carries the same standard contact box and the UNDP and FIDA-SS acknowledgement, in line with UNDP visibility rules.

Production standards

- **Files:** deliver print-ready PDF files with fonts embedded and bleeds set, and the editable source files (for example InDesign or equivalent), one set per item and language, named by item, language and version.
- **Print:** the contractor proposes paper weight, finish and banner material. The quick reference card is printed on stiff paper on both sides so it survives a pocket. Banner headlines must be readable from 5 metres.
- **Braille:** uncontracted (Grade 1) unless the Union for the Blind advises otherwise, with a Braille reader's check of the proof before printing.
- **Audio copy:** uncompressed WAV (48 kHz, 16- or 24-bit) and MP3 (128 kbps or higher), one file per language, with a text file of the final script.

- **Quality:** FIDA-SS may reject printed items with colour, text, cutting, binding or Braille defects, which must be reprinted at the contractor's cost.

Approval process

1. The contractor submits each stage to FIDA-SS (Programme Manager and Legal Advisor).
2. FIDA-SS returns consolidated comments within [5] working days.
3. FIDA-SS submits content and designs to UNDP for written approval before the print run.
4. No item may be printed, shared or displayed publicly before UNDP's written approval. Any later change to meaning, including during translation, is resubmitted.
5. If an issue is found after printing, the affected item is withdrawn, UNDP is informed and a corrected version is resubmitted.

6. Deliverables and Indicative Timeline

The assignment runs for about 8 weeks from contract signature. The contractor may propose a different timeline in the technical proposal, with reasons.

No.	Deliverable	Due (from contract signature)
1	Inception note with work plan, language plan by county, and translator, reviewer and Braille transcriber list	Week 1
2	Refined English content and first design concepts for all items (for FIDA-SS and legal review)	Week 2
3	Translated content in Juba Arabic and local languages, with back-translation	Week 3
4	Pretest report with revised content and designs	Week 4
5	Content and designs submitted by FIDA-SS to UNDP for approval; revisions completed	Weeks 4 to 5
6	Print-ready files for all items, Braille proof checked, hard-copy samples	Week 6, after donor approval of content
7	Full print run, Braille booklets, large-print and audio copies	Week 7
8	Delivery to Juba, Terekeka and Kajo-Keji, signed delivery notes, distribution log template and final report with pretest evidence	Week 8

7. Required Qualifications

For companies and consortia

- Legally registered in South Sudan (or the contractor's country), with a valid tax registration, and capacity to operate in Juba.
- At least [3] years of experience in IEC material design, social-behaviour-change communication or printing in South Sudan or a comparable context.

- At least [2] completed assignments on GBV, child protection, justice, health, disability or rights, with references.
- Access to a printer able to deliver the full print run and a Braille production partner, such as the Union for the Blind, named in the proposal.

Team (minimum)

Role	Requirement
Team leader and content developer	University degree in communications, media, social sciences or a related field, or equivalent experience. At least 5 years in IEC content development and message design. Fluent English. Knowledge of GBV messaging and survivor-centred principles.
Graphic designer and illustrator	At least 3 years of professional design experience, with a portfolio of accessible, low-literacy materials and original illustration.
Translators and local-language reviewers	Native speakers of Juba Arabic and each local language, with development translation experience.
Braille transcriber and proofreader	Experience in Braille transcription and proofing, which may be through the Union for the Blind.
Printing and production manager	Experience managing print runs, quality control and delivery in South Sudan.
Safeguarding and inclusion adviser	Experience in GBV, protection or disability inclusion (may be part-time or a FIDA-SS-approved external reviewer).

Individual consultants may form a team or subcontract, and must name all team members. Women-led businesses and organizations with persons with disabilities on the team are encouraged to apply.

8. Evaluation

Proposals are first checked for completeness, then evaluated in two stages. The technical proposal is scored out of 100. Only bidders scoring at least 70 have their financial proposals opened.

Technical criterion	Points
Understanding of the assignment and context	10
Approach, methodology, pretesting and translation process	25
Team qualifications and language capacity	20
Relevant experience and quality of work samples	20

Technical criterion	Points
Accessible formats (Braille, large print, audio) and print production capacity	15
Work plan, quality assurance and risk management	5
Safeguarding, disability inclusion and ethics	5
Total	**100**

The final score weights the technical score at 70% and the financial score at 30%. The lowest priced compliant bid receives 100 financial points, and other bids are scored in proportion (lowest price divided by the bid price, multiplied by 100). FIDA-SS may invite top-ranked bidders to an interview or to submit a sample, and may negotiate scope and price before award.

9. What to Include in Your Proposal

Submit a technical proposal and a financial proposal as separate files (or separate sealed envelopes), in English.

Technical proposal (maximum 12 pages, excluding annexes)

Section	Contents
1. Cover and declaration	Name, registration, contact, signed declaration of no conflict of interest and acceptance of the code of conduct
2. Understanding of the assignment	Your understanding of the context, the audiences and the risks of GBV messaging
3. Approach and methodology	How you will refine, translate, pretest, design and produce the items; how you will keep messages survivor-centred and accessible; how you will manage approvals
4. Work plan	Activities, responsibilities and timeline in weeks, against the deliverables in Section 6
5. Team	Names, roles, CVs (2 pages each), languages, availability
6. Experience	Related assignments with client, year, value and a reference contact
7. Work samples	At least two printed IEC items, with at least one on a GBV, protection, health or rights theme if available, and one low-literacy or accessible-format sample
8. Accessible formats and production	Braille production partner, large-print and audio approach, printer, quality checks, and delivery to Juba, Terekeka and Kajo-Keji

Section	Contents
9. Quality, safeguarding and risk	Pretesting plan, translation quality checks, safeguarding measures, data handling, risks and how you will handle them

Financial proposal

- A lump-sum price in US dollars, inclusive of all taxes, with a breakdown using the template in Annex A.
- Validity of at least 60 days from the submission deadline.
- State assumptions and anything excluded.

Supporting documents

Certificate of registration, tax clearance or tax identification, CVs, the signed declaration (Annex B), and at least two reference letters or contacts.

10. Ethics, Safeguarding, Confidentiality and Rights

- The contractor and every team member sign a code of conduct covering safeguarding, protection from sexual exploitation and abuse (PSEA), child protection, confidentiality and anti-fraud, and follow UNDP and FIDA-SS standards.
- Pretests must use informed consent. No survivor is asked to share personal experiences. Participants under 18 require parent or guardian consent. Contact details and pretest records are stored securely and destroyed or handed over to FIDA-SS at the end.
- Photographs and illustrations must not identify any survivor or child. Photos are used only with written informed consent.
- All content, designs, illustrations, translations, source files and related materials belong to FIDA-SS and UNDP. The contractor may not reuse or publish them without written permission. The contractor guarantees that any fonts, images, icons and music used are licensed for this use without further royalties.
- Any conflict of interest must be declared in the proposal.

11. Payment Terms

Instalment	Milestone	Share of contract
1	Approved inception note and work plan	[20%]
2	Translated content, pretest report and design proofs accepted by FIDA-SS	[30%]
3	Full print run, Braille, large-print and audio copies delivered and accepted, after UNDP approval, with the final report	[50%]

Payments are made within [30] days of an accepted invoice and approved deliverable, by bank transfer or other agreed means, in line with FIDA-SS and UNDP rules. FIDA-SS may withhold payment for work that does not meet the standards in this ToR.

12. Supervision and Reporting

The contractor reports to the FIDA-SS Programme Manager, with support from the Legal Advisor and M&E focal point. Weekly progress updates are sent by email or phone. The working language is English. FIDA-SS may attend pretests and print checks.

13. Procurement Timetable

Step	Date
ToR issued and advert published	4 November 2026
Deadline for questions	15 November 2026
Proposal submission deadline	24 November 2026, 5:00 pm Juba time
Evaluation and any interviews	26 November 2026
Notification of award	30 November 2026
Contract signature and start	1 December 2026

14. General Conditions

- FIDA-SS may accept or reject any or all proposals, cancel the process, or change the scope without liability, and is not bound to award a contract.
- Bidders bear all costs of preparing and submitting proposals.
- Proposals must be valid for 60 days. Late and incomplete proposals may be rejected.
- All proposal information is treated as confidential. FIDA-SS may share it with UNDP for review and compliance.
- Offering gifts, payments or favours to FIDA-SS, or submitting false information, leads to disqualification and may be reported.
- No fee, bribe or favour is required to apply. Report any such request to fidasouthsudan1@gmail.com.
- The contract will be governed by the laws of South Sudan and the donor requirements in force.

Annex A: Financial Proposal Template (USD, inclusive of taxes)

Item	Unit	Quantity	Unit cost	Total
Team leader and content developer (days)	day			
Content refinement and editing	lump sum			
Translation and local-language adaptation (per language)	item			
Back-translation to English	item			
Pretesting (per language, incl. participant refreshments and transport)	session			
Graphic design and illustration	item			

Item	Unit	Quantity	Unit cost	Total
Banners: printing (85 by 200 cm roll-up)	piece	3		
Brochure: printing (A4 tri-fold)	piece	500		
Leaflets: printing (A5, double-sided)	piece	1,000		
Quick reference cards: printing (stiff paper, both sides)	piece	2,000		
Braille transcription and proofing (per language)	booklet text			
Braille booklets: production	piece	200		
Large-print copies	piece			
Audio copies: recording, editing and mixing (per language)	language			
Packing and delivery to Juba, Terekeka and Kajo-Keji	lump sum			
Travel and accommodation (if any)	lump sum			
Safeguarding and legal review costs (if any)	lump sum			
Other (specify)				
Total lump sum price				

Annex B: Declaration (to be signed by the bidder)

We confirm that the information in our proposal is true; that we have no conflict of interest with FIDA-SS; that we will follow the safeguarding, PSEA, child protection, confidentiality and anti-fraud standards in this ToR; that no payment, gift or favour has been or will be offered to obtain this contract; and that our proposal is valid for 60 days.

Field	Entry
Name of company or consultant	
Name and title of signatory	
Signature and stamp	
Date	

Annex 1, the IEC messaging framework with the draft text for every item, is provided to bidders with this ToR.