

CALL FOR EXPRESSIONS OF INTEREST

Joint UNESCO/EU Project

2018 EUROPEAN YEAR OF CULTURAL HERITAGE: ENGAGING YOUTH FOR AN INCLUSIVE AND SUSTAINABLE EUROPE

The Secretariat of the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage is looking for qualified and experienced individuals, teams or organisations **to design and layout a set of resource materials for teachers and a survey report about the integration of intangible cultural heritage in school-based education in the European Union.**

Expressions of interest should reach UNESCO by **Thursday 30 July 2020**. The starting date for this **work should be mid-August 2020** and the **final work should be delivered by 15 September 2020**.

Background and context

UNESCO in partnership with the European Union is currently implementing the project '[Engaging Youth for an Inclusive and Sustainable Europe](#)' dedicated to strengthening the connections between heritage, youth and education in Europe. Initiated in the context of the European Year of Cultural Heritage ([EYCH2018](#)), the joint project aims to encourage and stimulate young people to explore their cultural heritage and actively participate in its safeguarding and transmission in new and innovative ways. Global experiences have shown that teaching core subjects such as maths, science or literature by using the intangible cultural heritage of learners can make the **learning process more relevant**, as it creates better connections between what is taught in classrooms and the children's everyday life. It can also **strengthen the links between schools, families and communities**, reinforce **relations between children, their parents and grandparents**, **stimulate students' curiosity and promote the safeguarding of intangible cultural heritage** – all this while making learning more exciting and accessible.

In this context, UNESCO is launching a **call for expressions of interest** from qualified and experienced individuals, teams or organizations **to design and layout a set of materials that will be produced under the project.**

Tasks

Under the direct supervision of the Programme Specialist of the *Capacity Building and Heritage Policies Unit of the Living Heritage Entity* (LHE), the Contractor shall design and layout a **set of resource materials for primary and secondary school teachers and a survey report**, ensuring overall simple and consistent visual structure and identity. For this purpose, the Contractor shall perform the following tasks:

1. Design and layout a set of resource materials for teachers

To this end, the Contractor shall:

- 1.1. Design and layout a set of resource materials that will be produced in English (original) and in French and divided into several smaller documents in PDF format, which will be made available on the [project's webpage](#) (approximately 80 pages).

The online resource materials will include:

- i) an introduction to the intangible cultural heritage (ICH) safeguarding and the key concepts of the [2003 Convention](#) adapted for the use of teachers;
- ii) a 'step-by step' material on how to integrate ICH in the existing school programmes and extra-curricular activities in the context of European countries;
- iii) a set of three to four case studies illustrating the different approaches that could serve as a source of inspiration for teachers who wish to undertake similar projects;
- iv) an additional set of 6 to 7 case-studies (1-2 pages each);
- v) a set of tools (up to 16 pages, designed as one or more documents – to be specified later).

- 1.2. The text for the online resource materials will be made available to the Individual Specialist in a Word format, in English (original) and in French (translation). Materials 1.1.i), ii), and iii) should include front and back cover pages.
- 1.3. Propose, design and produce visualizations, illustrations, graphs, tables and maps, as relevant, in accordance with the colour scheme proposed by the Individual Specialist and agreed by UNESCO, with at least three rounds of revisions based on the selected proposal. Ensure that all graphs, tables, maps, icons and visuals fit in with the overall visual identity of the publications and in line with the UNESCO Style Manual, which will be provided by UNESCO together with available photographs from the project.
- 1.4. Deliver the final version of the resource materials in English and in French according to the following specifications:
 - A PDF and an electronic file version without overflows and cutting marks, to visualize on a digital support.
 - A version with marks and bleeds including cut lines, crop marks, colour bars and page information and ready for printing.
 - An InDesign copy of the working document in its complete version, including the elements created for the purpose of this resource kit, for future adaptations of language versions.
- 1.5. The Individual Specialist shall submit the above-mentioned content to UNESCO no later than 15 September 2020.

2. Design and layout a survey report for education professionals and policy makers

To this end, the Contractor shall:

- 2.1. Design and layout an approximately 30-page survey report in English (original) and in French about the integration of living heritage in primary and secondary UNESCO ASPnet schools in the European Union, ensuring visual structure and identity consistent with that of the online resource materials. Design and layout of the front and back cover pages.

All text for the survey report will be made available to the Individual Specialist in a Word format, in English and in French.

- 2.2. Propose and design visualizations, graphs, tables and maps as needed, in accordance with the colour scheme agreed by UNESCO, with at least three rounds of revisions. Select photos for

publication from photos provided by UNESCO that fit in with the publication's content and visual identity - check with UNESCO that the photos are adequate and fitting.

- 2.3. Deliver the final version of the survey report in English and in French according to the following specifications:
- A PDF and an electronic file version without overflows and cutting marks, to visualize on a digital support.
 - A version with marks and bleeds including cut lines, crop marks, colour bars and page information and ready for printing.
 - An InDesign copy of the working document in its complete version, including the elements created for the purpose of this survey report, for future adaptations of language versions.
- 2.4. The Individual Specialist shall submit the above-mentioned content to UNESCO no later than 15 September 2020.

Qualifications and skills

The applicant(s) shall have the following qualifications:

- Relevant experience in graphic design and layout of online publication;
- Proficiency in working with InDesign;
- Excellent knowledge of English.

The following experiences and competencies would be an asset:

- Previous experience in designing publications and resource materials for primary and/or secondary school teachers and policymakers;
- Previous experience in designing publications and resource materials for an international audience;
- Good knowledge of French;
- A university degree or technical diploma in the field of graphic design.

How to apply

Interested candidates are invited to send their expression of interest to UNESCO. The following information should be included:

- A portfolio of graphic design work;
- A budget estimate;
- Curriculum Vitae(s) of expert(s) involved in the creation and execution of the design and layout and profile information on the organization, if applicable;
- Filled out selection criteria table (see below).

Expressions of interest should reach UNESCO by Thursday 30 July 2020.

For additional information, if required, please contact Ms I.M. Tamas, Assistant Project Coordinator (im.tamas@unesco.org), with copy to Ms H. Drobna, Programme Specialist (h.drobna@unesco.org).

Statement against selection criteria

| Selection criteria | How your qualifications/experience meet the selection criteria |
|--|--|
| Relevant experience in graphic design and layout of online publication | |
| Proficiency in working with InDesign | |
| Excellent knowledge of English | |

| The following experiences and competencies would be an asset | How your experience/qualifications relate to the experiences and competencies that would be an asset |
|--|--|
| Previous experience in designing publications and resource materials for primary and/or secondary school teachers and policymakers | |
| Previous experience in designing publications and resource materials for an international audience | |
| A university degree or technical diploma in the field of graphic design | |
| Good knowledge of French | |