

## TERMS OF REFERENCE

Provision of graphic design services regarding the creation of Marine Protected Areas  
in São Tomé and Príncipe

(remote working)

### 1. Background

São Tomé and Príncipe faces a number of challenges related to overfishing and the widespread degradation of marine habitats. Rapid population growth has increased pressure on these habitats and their marine resources, resulting in the use of non-selective and destructive fishing techniques to maximise fish catches and meet the growing demand of the domestic market.

With the overall objective of protecting and securing marine biodiversity, fisheries sustainability and the livelihoods of families' dependent on marine resources in São Tomé and Príncipe, the project "Establishing a network of marine protected areas in São Tomé and Príncipe through a co-management approach" started in 2018. Funded by the Blue Action Fund and Arcadia, and implemented by Fauna & Flora International (FFI), in consortium with Fundação Príncipe (FP), Oikos-Cooperação e Desenvolvimento, and Marapa, this project has been contributing to the creation of the first National Network of Marine Protected Areas (MPAs) in the country, through an extended participatory process.

### 2. Objective of provision of service

To develop the brand identity of the Marine Protected Areas Network of São Tomé and Príncipe and the design of communication materials with the aim of publicising the existence of these areas, the legislation in force, the surveillance and management measures, to contribute to the development of a collective awareness and knowledge about the importance of these areas, and to encourage a feeling of ownership,



participation and cooperation, by the local population, especially of the communities adjacent to the MPAs.

### 3. Duties and responsibilities

- Create the branding and visual identity of the "Network of Marine Protected Areas of São Tomé and Príncipe"
- Develop images/illustrations for use on social media
- To design the communication materials required by the project:
  - MPA Network identification outdoors for the communities adjacent to the marine protected areas (should contain map and MPA standards, and infographics)
  - Informative roll up
  - Merchandising
  - Outdoor
  - Flyer
  - Other materials to be defined
- Present and discuss the brand and visual identity and the design of communication materials with the project team

### 4. Location

The work will be carried out **remotely** and in close coordination with the project team.

### 5. Requirements and skills

#### Essential

- Proven experience in branding and visual identity development
- Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, CorelDraw, Illustrator, etc.



- Excellent organisational and communication skills

#### Desired

- Knowledge of the culture of São Tomé and Príncipe
- Experience of working with NGOs and conservation projects

### 6. How to apply

- Those interested in providing the services described in this Term of Reference must send the following by 24h (UTC+0) of February 19th 2023, to the email [cileine.fernandes@fundacaoprincipe.org](mailto:cileine.fernandes@fundacaoprincipe.org):
  - Portfolio
  - Logo proposal
  - Example of a layout a MPA Network identification outdoor for the communities adjacent to the marine protected areas and a t-shirt
  - Financial proposal
  - Work timetable

### 7. Recruitment plan and selection procedure

- Evaluation of the received proposals: 20th to 24th of February 2023
- Interviews: 27th and 28th of February 2023
- Estimated contract date: until 10th of March 2023

For more information about the project visit <https://omaliprincipe.weebly.com/>;  
[https://www.youtube.com/channel/UCI7Lek5gA2UYIPd\\_Z0DNBVg](https://www.youtube.com/channel/UCI7Lek5gA2UYIPd_Z0DNBVg)

