

Terms of Reference for a digital illustrator to create visuals for an educational campaign against sexual and gender-based violence

IPPF is a global service provider and a leading advocate of sexual and reproductive health and rights (SRHR) for all. We are a worldwide movement of national organisations, working with and for communities and individuals.

The International Planned Parenthood Federation European Network (IPPF EN) is one of the IPPF's six regional networks.

IPPF EN cares for all people across Europe and recognizes their right to lead safe and dignified reproductive lives, free from harm and discrimination.

We work in over 35 countries across Europe and Central Asia to empower everyone, especially the most socially excluded, to live with dignity and to have access to sexual and reproductive health and rights.

YSAFE (Youth Sexual Awareness for Europe) is the network for people aged under 25 who are volunteers in the IPPF European Network's national member associations. YSAFE aims to lead and empower a network of young champions to educate and advocate for sexual and reproductive health and rights.

1. Background

"Sharing Innovations" is an Erasmus+ project led by YSAFE to improve access to sexuality education online. We are collaborating with seven national SRHR organizations (in Portugal, Cyprus, Estonia, Spain, North Macedonia, Latvia, Serbia) and the End FGM EU network to create a new set of guidelines on delivering safe and effective digital sexuality education.

The digital illustrations we are looking to commission are for a phase of the project where young sexuality and anti-SGBV educators will test out the guidelines by running their own online activities.

2. The project action plans

Young people in each of the participating organizations will define their own educational action plans for this six-month phase. We expect them to run a mixture of "live" educational workshops using platforms like Zoom, and also to use their youth group's existing social media platforms to share educational information.

All the action plans will address some manifestation or aspect of SGBV, and we expect that many will make use of YSAFE's forthcoming toolkit & workshop curriculum on the topic. However, each organization will define their own topics and priorities within this broad umbrella. There will be seven national plans (in the above countries), and two transnational plans (run by the End FGM EU network and by YSAFE).

We expect there will be moments of coordination between all the participating organizations when they will share similar content on their channels, for example to raise awareness around specific moments in the calendar related to SGBV, such as the 16 Days of Activism or 8th March.

3. Defining common themes and key messages

At the end of August, the project team will hold a workshop session with a core group of youth participants, one from each organization, to choose some common themes among the priorities that they want to focus their action plans on. We will explore their ideas for what they would like to see in the visual materials we will create for them to use.

4. Illustrations

We want to commission a set of 6 digital illustrations with adaptations for use on different platforms and in different combinations that all the teams can use in their online educational messaging. These should reflect the overarching theme of young people protecting themselves from SGBV and specifically the common themes/key messages that will come out of our late-August meeting with the core participants.

These illustrations will be incorporated by the young participants into templates and graphics that they will use on their organization's social media channels to share educational messages, advertise "live" online educational sessions and draw attention to the shared project. They may also appear in other project materials, such as presentations in their live sessions, posters, or on the YSAFE website. They should therefore include a range that will be formatted for posting on Facebook, Instagram, Twitter, and for banners for social media and for invitations to events.

We need to have versions that will allow for text to be added by our young volunteers when creating posts. They will add text in different languages. We will therefore need to have all individual design elements in separate files, for example if the end result includes icons.

5. Key Outputs

The key outputs will be:

- i. A set of questions and/or reflection prompts that we can use in the ideas workshop with the core youth participants to collect the information you need about their ideas, needs and preferences.
- ii. Presence during a session of the youth workshop at a time to be determined, likely some point over the course of Friday 27th and Saturday 28th August, including contribution to discussions about shared messages and potential common hashtags to be used.
- iii. A set of 6 digital illustrations that meet our young participants' needs as expressed after the workshop. These must be delivered in an editable format that enables our young participants

to incorporate the illustrations easily into their own templates for social media elements using non-professional software (eg. Canva).

6. Timeline and deliverables

During this period, the consultant/company will submit the following to ENRO's Lead, Youth Unit:	
Deliverables	Estimated Timeline (NB precise dates are still to be confirmed)
Questions and reflection prompts for use in the youth workshop	Thursday 26th August 2021
Attendance at part of workshop meeting with core youth participants	Friday 27th/Saturday 28th August 2021
Participation in discussion meeting with the project team to discuss needs expressed in the workshop	Friday 3rd September 2021
First drafts of illustrations	Monday 20th September 2021
Second drafts of illustrations following first round of feedback from youth participants	Monday 11th October
Final illustrations following second round of feedback from project team	Friday 22nd October 2021

The assignment shall start on the day of the last signature of the contract and shall be completed by October 15, 2021.

7. Profile of the illustrator

It is anticipated that our chosen illustrator will have previous experience in developing illustrations in a participatory process to reflect the needs of activists, civil society organizations or other community groups.

8. Supervision

The consultant will work in close collaboration with the IPPF EN Youth Lead, Drashko Kostovski and the IPPF EN Programme Advisor for Youth, Catherine Bailey Gluckman.

9. Application

Interested candidates are requested to indicate their interest as soon as possible, and then to submit a costed proposal and a portfolio that demonstrates successful examples of similar work to Catherine Bailey Gluckman at cbgluckman@ippf.org and Drashko Kostovski at dkostovski@ippf.org by **09:00 CEST on Monday 2nd August 2021**.