

Terms of Reference

Engagement of Digital Motion & Graphic Designer Company

1) Background

In December 2021, in partnership with Meta (formerly Facebook), Save the Children Fiji expanded the online safety educational campaign, 'I Am Digital', launching Phase 2 of the initiative in the two original pilot countries Fiji and Samoa, as well as Kiribati.

Phase 3 of I Am Digital, which is due to launch in Q4 of 2022, will continue to target digital literacy, citizenship, and safety issues identified by the Pacific Islands Digital Citizenship and Safety Advisory Group comprising key regional leaders, actors, and researchers in this area, as well as by youth representatives from the region. In consultation with the Advisory Group and local teenagers and youth, Save the Children Fiji and Meta will continue to collaborate to develop a program that is relevant and targeting local priorities and needs, and is appropriate to the social, cultural, language, and other contexts in the local environment.

2. The project aims:

For Phase 3 of the I Am Digital Online Safety Campaign will comprise:

- For all three countries (Fiji, Samoa and Kiribati): developing new I Am Digital educational resources on misinformation prevention and critical thinking (including new fact sheet and social media creative assets, which will likely comprise 1-2 new fact sheets, one video and up to 5 new social media 'Quick tips'.
 - These materials will be translated into iTaukei Fijian, Fiji Hindi and Kiribati language. Save the Children Fiji will lead on the arrangements for Fiji Hindi translations only; Meta will lead on the arrangements for iTaukei Fijian and Kiribati language translations.
 - These resources will be delivered as a social media awareness campaign in all three countries (to be organized separately by Meta).
- For Fiji, Samoa and Kiribati, Save the Children will also develop and deliver a school-based I Am Digital pilot program. This will include exploration of potential integration of the I Am Digital resources into the national education curriculum through initial discussion with Ministry of Education and dissemination of Fact Sheets as resource materials to 5 Pilot schools in Fiji and running awareness sessions with teachers and students of the schools.

- Prepare a report on lessons learnt from the schools in Fiji, Samoa and Kiribati, which can be shared with the Advisory Group for potential scaling and expansion into other I Am Digital countries.
- Deliver an in-person launch event for Phase 3 (to be held before end 2022).

Engage Pacific Islands youth and children in the tailoring and development of the new educational materials and delivery of the Fiji pilot schools initiative.

3. Objectives of this Terms of Reference:

Save the Children is seeking a registered Graphic Design Company to carry out the deliverables of the I Am Digital Online Safety Campaign.

Schedule	Scope of Work	Deliverables	Cost in FJD\$
Phase 3: Fiji			
1	Material design and creative	Design and layout new 'I Am Digital' educational resources on misinformation prevention and critical thinking on social media assets which will comprise of two (2) new fact sheets, one video and up to 5 new social media Quick tips. All materials need to be translated to English, French, Bislama, Tok Pisin, iTaukei, Fiji Hindi, Tongan, Samoan and Solomon Islands pijin Approvals to contact them obtained. SC Fiji and Meta will provide the translation versions of the factsheets and other learning materials.	
2	Design and creative	Design 1 new pullup-banner, creation & design of 1 new avatar, design of 2 new factsheets, create 45 existing factsheets into posters, brochures and booklets, design of quick tip materials	



		(quantity will depend on the mockup of the material). (SC Fiji will provide the previous factsheets and quick tips to the creative agency)	
Phase 3: Fiji, Samoa and Kiribati			
	DESIGN/LAYOUT	Design and layout of social media tiles for scam awareness and media literacy (up to x12 new tiles in total) (all materials need to be translated to English, French, Bislama, Tok Pisin, iTaukei, Fiji Hindi, Tongan, Samoan and Solomon Islands pijin) approvals to contact them obtained. SC Fiji and Meta will provide the translation versions of the factsheets and other learning materials.	
	DESIGN/CREATIVE	Supply artwork for social media collateral developed for Phases 1 & 2 of I Am Digital for Meta agency to run social media campaign	
	DESIGN/SUPPLY	Pacific Islands Digital Citizenship and Safety Advisory Board meeting: present creative and learning resources for feedback	
		Final revisions made to campaign creative and learning resources and submitted to Facebook for final approval	

5. Responsibilities

The Digital Motion & Graphic Designer Company will be responsible for:

The **Digital Motion & Graphic Designer Company** will work closely with Save the Children staff to carry out the deliverables. The creative company shall adhere to the following:

- Carry out all deliverables within the allocated timeframe
- Carry out the specified scope of work and ensure a high standard of delivery
- Provide regular updates to SC Fiji Project team on the progress of the works
- Adhere to the agreed scope of work.

The expected outcomes of the activity:

Work closely with the I Am Digital Project team to create, design, and produce all of the digital literacy and safety content (including campaign and online and offline resources. Includes consultation with targeted audiences (including focus groups) and localisation, including any translation of content of one fact sheet and quick tip into English, French, Bislama, Tok Pisin, iTaukei, Fiji Hindi, Tongan, Samoan and Solomon Islands Pijin.

6. Project Timeline

Timeframe	Action	Lead partner
From early October (3rd October till by 11th of October)	Design and layout new 'I Am Digital' educational resources on misinformation prevention and critical thinking on social media assets which will comprise of two (2) new fact sheets, one video and up to 5 new social media Quick tips . All materials need to be translated to English, French, Bislama, Tok Pisin, iTaukei, Fiji Hindi, Tongan, Samoan and Solomon Islands pijin Approvals to contact them obtained. SC Fiji and Meta will provide the	Save the Children with input from Meta and attendance by media/creative agency



	translation versions of the factsheets and other learning materials.	
From Mid-October (12th October till by 17th October)	Design 1 new pullup-banner, creation & design of 1 new avatar, design of 2 new factsheets, create 45 existing factsheets into posters, brochures and booklets, design of quick tip materials (quantity will depend on the mockup of the material). (SC Fiji will provide the previous factsheets and quick tips to the creative agency)	Save the Children and Meta with advice and ideas from media/creative agency
From mid-October (18th October till by 22nd October)	Design and layout of social media tiles for scam awareness and media literacy (up to x12 new tiles in total) (all materials need to be translated to English, French, Bislama, Tok Pisin, iTaukei, Fiji Hindi, Tongan, Samoan and Solomon Islands pijin) approvals to contact them obtained. SC Fiji and Meta will provide the translation versions of the factsheets and other learning materials.	Media/creative agency with Save the Children and Meta
Late October (24th October)	Supply artwork for social media collateral developed for Phases 1 & 2 of I Am Digital for Meta agency to run social media campaign	TBD who will lead
Date to be confirmed	Pacific Islands Digital Citizenship and Safety Advisory Board meeting: present creative and learning resources for feedback	Meta to lead planning; Save the Children and media/creative agency to attend and co-present
After Advisory Group meeting	Final revisions made to campaign creative and learning resources and submitted to Facebook for final approval	Media/creative agency to lead with input from Save and Facebook

Mission TOR approved:


Mission TOR approved:

Afsrin Ali:

Tasianna Lulu:

Program Manager:

Project Manager:



Date:

Date: