Call for Expressions of Interest

UNESCO Global Report ‘Re|Shaping Cultural Policies’

The Diversity of Cultural Expressions Entity is looking for qualified and experienced graphic design specialists\(^1\) to design and layout the third edition of the UNESCO Global Report ‘Re|Shaping Cultural Policies’, to be published in February 2022.

Expressions of interest should reach UNESCO by **Monday 6 September 2021**. The starting date for this work should be **October 2021** and the final work should be delivered by **mid-January 2022**.

Background

The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereafter ‘2005 Convention’) is an international standard-setting instrument providing a framework for the governance of culture. The most recent UNESCO Convention in the field of culture and ratified by 151 Parties, it encourages governments to introduce policies that protect and promote the diversity of cultural expressions.

Supported by the Swedish International Development Cooperation Agency (SIDA), within the framework of the project ‘Reshaping Cultural Policies for the Promotion of Fundamental Freedoms and the Diversity of Cultural Expressions’, the Global Report series was conceived as a tool to monitor the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions since its adoption, and facilitate information sharing and knowledge production on the many ways in which the promotion of the diversity of cultural expressions is being pursued across the world. The first edition of the Global Report was launched in December 2015 and the second edition was launched in December 2017. The third edition of the Global Report series will be launched in February 2022.

The Global Report serves as a benchmarking and monitoring tool, by analyzing current trends; by tracking progress and by identifying the principal advances made, but also the difficulties, weaknesses and challenges faced, by Parties and other relevant policy actors; providing examples of innovative policies and measures and setting in motion the process of building new indicators of progress in this domain. The report thus serves to support evidence-based policy, and to strengthen informed, transparent, and participatory systems of governance.

Each chapter of the report, written by an international expert and directly related to the areas of monitoring of the 2005 Convention, will comprise: key messages; an analysis based on data collected from various sources, and in particular, from Parties’ quadrennial periodic reports on policies and measures implemented; messages from eminent personalities in the field; case studies; innovative measures; best practices; policy recommendations; visualized data; photos and infographics.

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\(^1\) This call is for legal entities (i.e. individuals, teams or organisations with a legal status in compliance with the established rules of the jurisdiction in the country of registration).
The Global Report will be produced in English, Spanish, and French. Translations in additional languages may be foreseen following the launch.

**Tasks**

Under the general supervision of the Chief of the Diversity of Cultural Expressions Entity and the direct supervision of the Head of the Statutory Meetings and Research Unit, the Contractor shall:

1. **Ensure the design of the cover, interiors, executive summary brochure and promotional materials of the Global Report.**

While ensuring harmony with the first and second editions of the Global Report published in 2015 and 2018 and compliance with the new UNESCO graphical standards and logo, the contractor shall:

1.1. Produce the cover design. This task will include at least three proposals and at least two rounds of revisions based on the proposal that will be selected.

1.2. Produce the interior design and layout of the full report. Once the final manuscript is available in English, the contractor will prepare the full document in colour. The Report will be approximately 250 pages, in a 21x28 format. In addition to receiving photos and visual materials from UNESCO, the designer is expected to conduct complementary photo research and produce graphs, tables, and maps in Illustrator (approximately 90). After validation of the English version by UNESCO, the designer will prepare the French and the Spanish versions. This task will also include integrating at least two rounds of revisions after the publication is copyedited by UNESCO in English, French and Spanish. The Contractor may also be requested to adjust photographs and infographics, supplied by UNESCO.

1.3. Design and produce the Executive Summary brochure of the Global Report. The executive summary will be approximately 44 pages, 21x28cm. Following the visual identity of the Global Report, the Executive Summary brochure shall be produced in English, French and Spanish.

1.4. Design communication materials for promotional purposes and the various launch events: totems, posters, folder covers, etc. The promotional material must be produced in English, French and Spanish.

1.5. Generate downloadable PDF and epub files of the Global Report and the Executive Summary brochure. This will be uploaded to the Convention website and sent electronically to various stakeholders.

1.6. Provide UNESCO with the original source files (e.g InDesign). It is encouraged that the Contractor uses open-source software to allow for maximum accessibility.

The Contractor must pay attention to the geographical and gender representation/balance when selecting visuals.

The copyright of all material created/produced will belong to UNESCO.

**Deliverables and timeline**

The Contractor shall submit the above-mentioned content to UNESCO by the following deadlines:

1. **Design a cover page for the third edition of the Global Report in English:**
1.1. By 15 October 2021, submit to UNESCO for validation at least three proposals for the cover page.
1.2. By 1 November 2021, submit to UNESCO a final proposal for the cover page in English, French and Spanish.

2. **Produce the interior design and layout of the full report:**
   2.1. By 15 November 2021, submit to UNESCO the interior design and layout of the full report, including the (approximately) 90 graphs, tables, and maps, in English.
   2.2. By 10 December 2021, submit to UNESCO the interior design and layout of the full report, including the (approximately) 90 graphs, tables, and maps, in French.
   2.3. By 10 December 2021, integrate any final revisions to the text after it has been copyedited in English.
   2.4. By 7 January 2022, submit to UNESCO the interior design and layout of the full report, including the (approximately) 90 graphs, tables, and maps, in Spanish.
   2.5. By 7 January 2022, integrate any final revisions to the text after it has been copyedited in French.
   2.6. By 21 January 2022, integrate any final revisions to the text after it has been copyedited in Spanish.

3. **Design and produce the Executive Summary brochure of the Global Report:**

4. **Design communication materials for promotional purposes:**
   4.1. By 21 January 2022, submit to UNESCO totems, posters, and folder covers in English, French and Spanish.

All submission dates may be subject to variation according to when UNESCO provides the textual elements.

**Qualifications and skills**

The applicant(s) shall have the following qualifications:

- Relevant experience in graphic design and layout of online publications.
- Proficiency in working with Adobe InDesign and the Adobe Creative Cloud.
- Fluency in written English, French and Spanish.
- Minimum 10 years of relevant professional experience in graphic design and layout of English and/or French and/or Spanish documents.
- A university degree or technical diploma in graphic design, communications, or a related field.

The following experiences and competencies would be an asset:

- Relevant experience in designing publications related to the cultural and creative industries and the diversity of cultural expressions.
- Experience with UNESCO and/or other agencies of the United Nations.

**How to apply**

Interested candidates are invited to send their expression of interest, in English or French, to the Diversity of Cultural Expressions Entity, together with the following information:

- A portfolio including at least three (3) examples of past graphic design work.
▪ A financial proposal (quoted in US dollars or EUR only) with a breakdown of the cost based on the number of working days required for the deliverables described above.
▪ 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.

Please note that due to the high number of expressions of interest; only shortlisted candidates will be contacted.

Expressions of interest should reach UNESCO by Monday 6 September at the following address: convention2005@unesco.org.