TERMS OF REFERENCE

RTP – BFZ – GOAL PROJECT

 1.0 ORGANIZATIONAL OVERVIEW

Right to play's mission is to use sport and play to educate and empower children and youth to overcome the effects of poverty, conflict, and disease in disadvantaged communities. We believe that the power of play can transform a child’s life. That’s why we provide over one million children with the tools they need to protect themselves from disease, to encourage them to attend and stay in school and to resolve conflict and create peaceful communities.

The UN recognizes play as the right of every child. It is not a luxury; it is a tool for learning. Girls, persons with disabilities, children affected by hiv & aids, street children, former child combatants and refugees all deserve the chance to grow through play. A game of football can teach children about tolerance and peace; a game of tag can teach about malaria. Play develops skills like cooperation, leadership and teamwork. It can bring entire communities together and inspire every individual.

 Present since May 2006, right to play Lebanon has been providing critical learning opportunities, psycho-social support and leadership development for Lebanese, Palestinian, and Syrian children and youth traumatized by conflict, poverty and displacement. Initiatives that provide psycho-social support and promote gender inclusion and positive leadership are desperately needed for peace and development in the longer term.

2.0 PROGRAM OVERVIEW

Acquired in 2016, the three-year BFZ employment program was implemented across Lebanon in the following areas: Mt. Lebanon/Beirut, North Lebanon (Tripoli), and Bekaa.

The overall goal of this program is to provide Syrian and Host Community youth with the necessary skills to better equip themselves to access the job market in order to mitigate risk factors impacting their lives. The targeted number of 3000 youth, and 100 teachers and coaches will engage in programming covering 2 main outcome areas: positive child and youth development and Education (vocational training).

2.1 GOAL Project

Right To Play Lebanon’s Goal! project aims to reach approximately 3,000 disadvantaged youth ages 13-18 years (50% female, 60% Syrian, 40% Host community), through a combination of Profiling using sport and play activities, providing access to vocational training through local partners, assist in identifying employment and internship opportunities and other community outreach events. The program aspires to contribute towards improving quality of living standards for youth through increased knowledge, resilience as well as greater access to professional development opportunities.

Project beneficiaries are reached in a variety of settings, including but not limited to: schools and community centres in Informal tented settlements, Palestinian refugee camps and gatherings, and in rural and urban disadvantages Lebanese communities. In addition, the program engages Syrian refugee children and youth on an ad hoc basis, in cooperation with international and local partners, and as political and security situations allow.

RTP Lebanon uses a number of activities and outreach initiatives to engage targeted beneficiaries. The first phase of the project involves training teachers and coaches to become profilers, providing career counselling to the above-mentioned group. The second phase is identifying the key qualifications required for professional development (7 to 8 professions) and working with local partners to provide the vocational training identified. The youth will then be linked to local private sector for employment and internship opportunities. Several job fairs will also be implemented.

3.0 CONSULTANCY OBJECTIVE

 The primary objective of the consultancy is to create a brand for a big event around social impact and innovation and to manage the marketing for the event.

4.0 Expected tasks and deliverables

1-Provide consultancy/management for a big event (planned to take place on the 12th of December, 2019)

2-Create an identity/branding for the event (This includes flyers, posters, brochures and a video ad)

3- Print the information material

4- Create and manage social media pages for this event in addition to other marketing channels

5.0 Skills and qualifications

1- Graphic design skills

 2- Preferably with previous experience in events marketing

3- Strong writing skills (English and Arabic)

6.0 KEY DELIVERABLES AND TIMELINE

|  | **Activity/Task** | **Responsible** | **Deliverable(s)** | **Expected timeframe** |
| --- | --- | --- | --- | --- |
| 1234 | Provide consultancy/management for a big event on 12 December, 2019Create an identity/branding for the eventThis includes flyers, posters, brochures, printing and a video adPrintingCreate and manage social media pages for this event | Consultant  | Meeting with RTP teamFlyers, posters, brochures and video Ad for reviewFinalized Flyers, posters, brochures and video Ad for reviewPost and manage the social media pages | 18 November25 November2 December30 November |

**PROPOSED TIMELINE:**

Submission of proposal: 14 November, 2019

7.0 PROPOSED BUDGET AND PAYMENT SCHEDULE

• First payment: After signing of contract agreement between Right To Play and Consultant (20%)

• Final payment: Submission of the final Manual approved by Right To Play (80%).

8.0 PROPOSAL APPLICATION SUBMISSION

Interested Individuals are requested to submit proposals including the following documents:

• Cover letter/expression of interest

• A complete profile (CV, portfolio/ highlighting previous experience in Graphic design)

• A SIGNED and stamped proposal including the requested amount per deliverable, the Ministry of Finance registration number (if available), Payment amount in **LBP**, payment terms if different than the suggested terms in this TOR.

The Proposal must be submitted no later than 14 November 2019 to Marie-Therese Kettaneh, Project officer, Right To Play Lebanon at: mkettaneh@righttoplay.com. Early submissions are encouraged and appreciated.

While we thank all applicants for their interest, only those selected for interviews will be contacted.

Right To Play is a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs.

To learn more about how we are and what we do, please visit our website at www.righttoplay.com.