

Global Health Cluster Strategy 2020-2023

Terms of Reference – Graphic Designer

Background

The Health Cluster exists to relieve suffering and save lives in humanitarian emergencies, while advancing the well-being and dignity of affected populations. Currently 28 countries have an active Health Cluster. These Health Clusters are working to meet the health needs of approximately 67 million people worldwide. More information is available at www.who.int/health-cluster. The Global Health Cluster (GHC) agencies work collectively to provide timely, effective and appropriate actions to minimize the health impacts of humanitarian and public health emergencies through strengthening of service delivery, addressing gaps, and promoting effective leadership.

The Cluster Approach operates at two levels. At the global level, the aim is to strengthen system-wide preparedness and technical capacity to respond to humanitarian emergencies by designating global Cluster Leads and ensuring that there is predictable leadership and accountability in all the main sectors or areas of activity. At the country level, the aim is to ensure a more coherent and effective response by mobilizing groups of agencies, organizations and NGOs to respond in a strategic manner across all key sectors or areas of activity, each sector having a clearly designated lead

The GHC Strategy for 2020–2023 represents the collective commitment of partners to achieve better health outcomes for crisis-affected people, to put health at the centre of humanitarian action and to leave no one behind. Through more efficient and effective coordination, access to essential health services will be increased. Previous Strategy 2017-2019 is available on the [GHC website](#).

Target audience: GHC partners, Health Cluster Coordinators, representatives from WHO Health Emergencies Programme and WHO Heads of Country Office for the 30 cluster countries.

Expected lifespan: 4 years

Estimated numbers of words: 5,000

Objective

Design and layout of the publication. The document is an advocacy document, that will also be used for resource mobilization. It should therefore be a concise and easy to read publication, highlighting relevant key messages and statements. The publication is going to be printed and will be made available on the Health Cluster website.

Activities

- Develop three proposals for the layout and design of the publication. Full colour including layout of the two pages, position and treatment of pictures, infographics and tables.
- Be in contact with the GHC unit to choose one of the three proposals.
- Design needs to take into account the attached GHC visual identity guidelines.
- Select pictures among those availed by the GHC unit. If the quality of these pictures is not good enough, propose and buy other pictures from existing databases, in consultation with the GHC unit.
- Design and layout the publication.

Deliverables

Final design and layout in pdf high resolution and printer files. The publication will be posted on Health Cluster website and distributed to GHC partners, Health Cluster Coordinators and donors.

Period of assignment

- The design company will develop three proposals for the design and layout of the publication and work with the GHC unit to finalise the decision on design by 15 December.
- GHC unit will deliver the original material to the design company in electronic form by 13 January 2020.
- The design company will deliver a first draft by 30 January and GHC unit will provide feedback for a second draft to be delivered by 14 February.
- Once received, the designed document will be sent for proofreading. Additional changes may be required at this stage and the document should be finalised by 28 February.

Cost

Please, provide us with a quote including cost for the design and layout of the publication.

We require that the chosen designer shows flexibility in making changes when required.