

Terms of Reference

Consultancy for graphic designer and copywriter

Application deadline: 1 October 2026

Planned start date: 1 November 2026

Project end date: 1 February 2027

Maximum budget: 10,000 - 12,000€ (including VAT)

Background

Civil society organizations (CSOs) are key players in Mediterranean wetland conservation through their community engagement, monitoring efforts, and direct conservation measures. However, they often have limited financial and technical capacities and are working in national contexts where there are other, often conflicting, short-term priorities. Since 2018, CSOs have participated in projects coordinated by the Tour du Valat (TDV) aimed at strengthening their capacities for effective wetland management at the local level in the southern and eastern Mediterranean. The overall objective of the project PROZHUM (Protection and Restoration of Wetlands in the Mediterranean) is *to strengthen the knowledge, protection, and restoration of wetlands in the southern and eastern Mediterranean*. The project has focused on building CSO capacity in designing and implementing projects and expanding the reach of scientific knowledge. The project runs from March 2024 – February 2027 and is primarily financed by the Agence Française de Développement (AFD) with co-funding from the Prince Albert II of Monaco Foundation and the PRIMA Foundation.

For more information: <https://tourduvalat.org/actions/prozhum-protection-et-restauration-des-zones-humides-en-mediterranee/>

An external evaluation beginning in September 2026 is synthesizing the key lessons learned from the PROZHUM project. **The TDV seeks to capitalize on these lessons learned to enable wider sharing and replicability of actions and to inspire civil society to undertake wetland conservation projects.**

Scope of the Consultancy

The Consultant will be responsible for **designing and producing a Guide** in the form of a small book / booklet. This Guide will be designed to **inspire mediterranean Civil Society Organizations (CSOs) to set up projects aiming to protect wetlands**. (temporary title : « *Protecting mediterranean wetlands as a Civil Society Organization – Tips and inspirations from the field* »)

This guide should:

- **Convey key messages and data** in a way that is clear, compelling, and tailored to target CSOs, while remaining accessible to decision-makers and the public;
- **Be designed as a toolkit, organized by themes:** education – habitat conservation – species conservation – wetland restoration – capacity building;
- **Articulate two perspectives:** that of the CSOs participating in the PROZHUM project, with feedback on the initiatives within the project, and that of the PROZHUM team.

The Consultant's main task will be to produce a **clear, engaging and visually consistent guide, drawing on findings from the external evaluation in course and PROZHUM project materials**. The Consultant will have access to the findings of lessons learned from the external evaluation which will provide the overall structure to the Guide. As useful, other information is available for producing the required deliverables:

- Project reports and all related materials that CSOs have shared with the Project Coordinator (14 small projects, 10 mentorship projects, and 1 large-scale project)
- Existing synthesis materials for the Mediterranean Alliance for Wetlands "Green Light" protocol
- Education modules from several members of the Mediterranean Waterbirds Network
- Summary materials from the Mediterranean Wetlands Observatory Outlook-3 report and associated geoportal
- Final report for a Consultant's analysis to Strengthen the integration of gender considerations for PROZHUM and related AFD-funded projects.
- Summaries from PROZHUM in-person and virtual meetings

The Consultant **will be responsible for coordinating with the PROZHUM project coordinator** to obtain the various materials (texts, images) from the external evaluation consultant, the Mediterranean CSO partners and Tour du Valat staff.

Duration

This consultancy will be conducted over a period of three months, **beginning in November 2026 and ending in early February 2027**.

Methodology and Deliverables

The Guide will be delivered as a set of 2 professionally designed PDFs optimized for both digital viewing and printing. In addition to final PDF versions, **the Consultant must provide editable files** to

enable translations as well as future revisions by the PROZHUM staff. A Presentation will also be prepared for the TDV to use to present the findings and materials in the Guide.

Phase 1: Conception

The Conception phase will establish the foundation for the assignment through a comprehensive analysis of existing materials (PROZHUM documents and ongoing evaluation) and consultations with the PROZHUM coordinator.

Deliverable A – Conception Report

Conception report including: detailed workplan and timeline; proposed Table of Contents for the Guide; content structure outline for the Guide.

Phase 2: Development

This phase involves the drafting, review, and validation of the Guide content. The elements of the guide (text and illustration) should be gathered and validated by the end of Phase 2.

Deliverable B – Guide content

Development of the Guide content and design, consolidating and updating material from **Phase 1** while filling identified gaps.

The Guide structure should follow the outline agreed during the conception phase, presenting content in a logical, user-friendly sequence that serves both as a learning resource and practical reference.

Phase 3: Design and finalization

The Consultant will produce:

Deliverable C – Final Guide

A set of 2 professionally designed PDF optimized for both digital viewing and printing, with editable source files to enable translations as well as future revisions by the PROZHUM staff.

- 1) The Guide will be delivered as a set **of 2 professionally designed PDFs optimized for both digital viewing and printing**. In addition to final PDF versions, the Consultant must provide **editable files** to enable translations as well as future revisions by the PROZHUM staff.
- 2) A **PowerPoint presentation** will be provided following TDV formatting requirements, to enable TDV staff to share lessons learned as part of the capitalization efforts

Governance and Conduct of the Assignment

Roles and Responsibilities

PROZHUM

The PROZHUM Coordinator will serve as the primary counterpart and contract manager for this assignment.

Specific responsibilities include:

- Overall management and oversight of the assignment.
- Provision of access to existing documents and resources.
- Facilitation of partner engagement.
- Organization and participation in consultation sessions with the Consultant.
- Provision of feedback and guidance throughout the assignment.
- Facilitation of structured review processes and final approval of all deliverables and related payments.

Consultant

The selected Consultant will be responsible for:

- Execution of all phases of work as outlined in these Terms of Reference
- Resources review, consultations.
- Development of all deliverables in accordance with requirements and timelines
- Incorporation of feedback.
- Delivery of all products in specified formats (final and editable versions).
- Regular reporting on progress, challenges, and proposed solutions, including participation in regular check-in meetings throughout the duration of the assignment.

Partners of the PROZHUM project will:

- Participate in consultations and review processes as requested.
- Provide inputs based on their experience.
- Review draft materials and provide timely feedback.

Review and approval process

All deliverables will undergo review by the PROZHUM Coordinator and, where appropriate, by the partners.

The selected Consultant must incorporate feedback and revise deliverables accordingly. PROZHUM reserves the right to request multiple rounds of revisions to ensure deliverables meet the required standards and objectives, with no predetermined limit on the number of review iterations.

Communication and coordination

Brief check-in meetings will be held weekly throughout the duration of the assignment to review progress, address challenges, and ensure alignment between the Consultant and PROZHUM staff. Additional meetings may be scheduled as needed for presentations, or intensive review sessions.

Use of Artificial Intelligence

Mandatory disclosure clause

The Consultant undertakes to disclose explicitly and in advance any use of content generated by artificial intelligence as part of the project. This disclosure must be made in writing and in advance of the project. It must detail the nature, extent and purpose of the use of these technologies. Such content must be clearly identified in all intermediate and final deliverables, to enable the client to exercise a right of review and modification before the project is finalized.

Intellectual Property and Attribution Clause

In the event of using AI-generated content, the Consultant guarantees that they have obtained all necessary rights and undertakes to provide the required information to indicate the presence of AI-generated content when delivering the final outputs.

Quality and Compliance Clause

The Consultant acknowledges that their primary mission is to provide creative and technical expertise; in this context, the use of AI tools must remain reasonable, serving only as support to their creativity and not replacing their professional work. All visual elements, whether created directly by the provider or generated using AI, must remain consistent with the subjects depicted, particularly regarding anatomy and perspective. Should inconsistencies arise due to the use of generative AI, the client reserves the right to reject any element not meeting these criteria or to request corrections at no additional cost.

Budget

The total consultancy budget is 10,000 - 12,000€ (including VAT).

- a) **An initial payment** following the signature of the agreement, corresponding to 30% of the total amount of the agreement.
- b) **A second payment**, corresponding to 30% of the total amount, at the end of Phase 2, when the elements of the guide (text and illustration) are gathered and validated.
- c) **A final payment**, if and only if all the deliverables have been provided, corresponding to 40% of the total amount of the agreement.

Profile

This assignment requires a multidisciplinary expertise to address the pedagogical and design dimensions of the deliverables. It can be conducted alone or as a team of a copywriter + a graphic designer.

Required qualifications

- Strong technical writing and copyediting skills, ability to synthesize complex data and messages into synthetic materials
- Ability to design clear, attractive visual formats
- Proven experience in visual communication
- Strong project coordination skills
- Strong communication skills in English are preferred; French would be a bonus.

Application Documents and Calendar

Consultants interested in this opportunity are invited to submit the following documents:

- **A technical proposal**, including:
 - a brief note (max. 5 pages) demonstrating understanding of the Terms of Reference and outlining the proposed methodology for delivering the consultancy;
 - relevant references and previous experience, including a **portfolio of similar visual and communication materials** developed in the past;
 - a provisional timeline/work plan.
- **A detailed financial proposal**, in euros (including all taxes).

Applications must be submitted to the following addresses:

- Jane Ballard - ballard@tourduvalat.org
- Arsene Marquis – marquis-soria@tourduvalat.org

Terms of Reference Calendar

Publication of Terms of Reference	Late July 2026
Submission deadline	1 October 2026
Evaluation of applications and selection	Early October
Completion of administrative formalities and contract signing	Mid October
Beginning of consultancy	1 November 2026
End of consultancy	1 February 2027