Terms of Reference
EITI Progress Report 2020

Project title: Design, layout and typesetting of 2020 EITI Progress Report

Timeframe: March – June 2020

Contact person: Leila Pilliard, Communications Officer, lpilliard@eiti.org, +47 939 292 10

Contents

Objective

Objective	Deliver the design and layouting of the EITI Progress Report 2020.
	The EITI Progress Report is the EITI's annual flagship document that showcases who we are, what we do and why we do it. This edition seeks to illustrate our impact by showcasing progress and positive outcomes of EITI implementation at the country level, as well as reporting on key performance indicators and funding.
Report launch	12 June 2020

Publication details

Target audience	Outreach countries, donors, EITI Board, EITI stakeholders and supporters.
Languages	English, French, Spanish, Russian
	Special care needs to be taken that all graphic elements work well in other languages. Non-English versions will have about 20-25% more characters than the English version.
Approach	This report will focus on anecdotal evidence that showcases the EITI's impact, through a series of 8 – 10 narratives.
	The approach will be to "show" rather than "tell". Since readers mostly browse through this publication rather than reading it in its entirety, it should be visually engaging and easy to digest.
	This will entail working with different content elements such as short narratives, diagrams, pull-out text, photos, graphs and other visual elements.
Reporting timeline	1 May 2019 – 30 April 2020
Format	A4 portrait or landscape
	Approximately 36–40 pages

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Tender requirements

The tenderer shall:

- Provide a price quote for the design and layouting of the EITI Progress Report 2020.

- Along with the price estimate, provide examples of previous work or, if possible, indicative design concepts.

Tenders may be submitted to Leila Pilliard, EITI Communications Officer (LPilliard@eiti.org) by 17 March 2020.
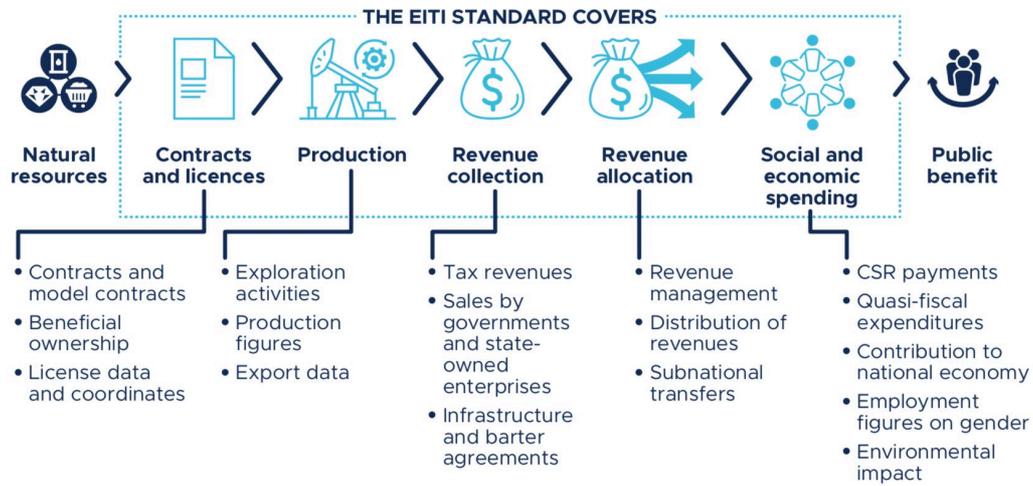
Tasks and deliverables

The design agency shall:

- Provide three design concepts for the cover and one spread (e.g. country narrative) by 31 March 2020. The EITI International Secretarial shall provide rough prototypes along with the Draft 0 ahead of this deadline.

- Manage the design, layouting and typesetting of the report, in line with the EITI's visual identity and language needs.

- Design key graphical elements and visualisations, including illustrations, diagrams, tables, and data charts. These elements should be in line with the style of existing EITI iconography and the EITI visual identity guidelines. The exact number will be specified in the Draft 0 and may be adjusted in Draft 1.

- Deliver the final design files and linked elements in the following formats: original artwork (Adobe Illustrator or Adobe InDesign), print-ready PDFs, web-optimised PDFs.

Structure and content

The Progress Report will be divided into three sections, excluding the cover, table of contents and foreword:

1. **EITI in brief:** This section will include an introduction to the EITI, as well as some contextual information on where and how we operate.

2. **The EITI's impact:** This is the main body of the report which will include up to 10 country-level narratives on the EITI's impact. It will be sequenced in accordance with the EITI value chain (see diagram below), and will include visualisations and diagrams where possible.

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3. **EITI operations:** This section will report on our key activities, performance indicators, funding/expenditures, and EITI Board members.

THE EITI STANDARD COVERS

Natural resources
- Contracts and model contracts
- Beneficial ownership
- License data and coordinates

Contracts and licences
- Exploration activities
- Production figures
- Export data

Production

Revenue collection
- Tax revenues
- Sales by governments and state-owned enterprises
- Infrastructure and barter agreements

Revenue allocation
- Revenue management
- Distribution of revenues
- Subnational transfers

Social and economic spending
- CSR payments
- Quasi-fiscal expenditures
- Contribution to national economy
- Employment figures on gender
- Environmental impact

Public benefit

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Publication outline

Section	Topic	Comments	# pages
Cover	• Front and back covers • Front inside cover: Donors and acknowledgments • Back inside cover: Blank or EITI Board members (list)	Content of insider covers to be determined in Draft 0	4
Introduction	• Table of contents		1
	• Forewords from Helen and Mark (spread)	Helen: focus on her first year as Chair. Mark: maybe aligned with recent blog	2
EITI in brief	• Section introduction: Who we are, what we do (spread)	Core organisational messages and positioning.	2
	• Country map with EITI statuses (spread)	Colour-coded map reflecting country statuses, and possibly supporting/outreach countries. Possibly add 5-6 textboxes with short country examples (1 sentence each max.)	2
The EITI's impact (EITI value chain) max 9 areas	• Section introduction: How the EITI achieves impact (spread)	Diagram of EITI value chain and theory of change (see above diagram). Possibly use textboxes as a guide/ToC that maps the stories in core of report along value chain.	2
	• Story 1	Country stories to include diagrams and photographic material where possible.	2
	• Story 2		2
	• Story 3		2
	• Story 4		2

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	• Story 5	Prototypes of diagrams to be provided in Draft 0 and Draft 1	2
	• Story 6		2
	• Story 7		2
	• Story 9		2
	• Story 10		2
EITI Operations	• Section introduction: Year's highlights	Timeline format	2
	• EITI in numbers	Key performance indicators (visualised)	2
	• Funding	Funding and expenditures	1
	• EITI Board	List of members	2
Total pages with images (excl. cover) * The Secretariat may choose to increase this to up to 40 pages if we include more full-page photographic material throughout the report.			36*

Timeline

Date	Item	Lead	Comments
17 Feb – 31 Mar	Research, collection, writing	EITI Secretariat	
6-17 Mar	Run tender for graphic designer	EITI Secretariat	
13 Mar	Draft 0	EITI Secretariat	Word document with structure, draft content elements, and some proposed visualisation/diagrams.
27 Mar	Draft 1	EITI Secretariat	
30 Mar – 3 Apr	First review and QA	EITI Secretariat	Include proposed visualisations and photos.
31 Mar	Initial design proposals/prototypes received	Design agency	3 options for overall design, including prototypes for the cover and one spread (e.g. from core section of report)
3 Apr	Draft 2, send to design	EITI Secretariat	This will include the bulk of the content (and dummy text where content still needs to be developed), which will be refined in Final/3rd draft.
17 Apr	First full design received	Design agency	First draft of design completed, including all content from draft submitted on 3 Apr and most visual elements (e.g. diagrams, charts etc.)
20 – 30 Apr	Review of designed draft 2; comments from Board and Secretariat	EITI Secretariat	
6 May	Draft 3 (Final) - Text	EITI Secretariat	Secretariat to submit first round of changes to design agency by 6 May.
6 May	Send for translation	EITI Secretariat	
7 May	Final changes submitted to designers	EITI Secretariat	Secretariat to submit second/final round of changes to design agency

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7 May	Send for translation (Fr, Es)	EITI Secretariat	
12 May	Draft 3 (Final) – Design	Design agency	
14 May	Translation received	EITI Secretariat	
18 – 22 May	Translation review/QA (Fr, Es)	EITI Secretariat	
25 - 29 May	Typesetting of translation (Fr, Es)	Design agency	
1 - 3 Jun	Final translation QA	EITI Secretariat	
25 May – 2 Jun	Printing (En)	EITI Secretariat	
3 – 12 Jun	Printing (Fr, Es)	EITI Secretariat	
12 June	Report launched	EITI Secretariat	

About the EITI

Guided by the belief that a country's natural resources belong to its citizens, the EITI has established a global standard to promote the open and accountable management of oil, gas and mineral resources. The EITI Standard requires the disclosure of information along the extractive industry value chain, from how extraction rights are awarded, to how revenues make their way through the government, and how they are allocated to local governments.

By doing so, the EITI seeks to strengthen public and corporate governance, promote understanding of natural resource management, and provide the data to inform reforms for greater transparency and accountability in the extractives sector. In each of the 53 implementing countries, the EITI is supported by a coalition of government, companies and civil society.