



Name of the Executing Agency

Project Name

Technical Specifications – Various consulting services

Selection based on price comparison with post qualification.

"Development of the Infographics for project:"

Background

A Technical Cooperation Agreement to (goal of project) was signed (insert name of the Executing Agency) and the Multilateral Investment Fund (MIF) of the Inter-American Development Bank (IDB) on (date).

(Insert description of Executing Agency: mission, type of partners, other activities performed.)

The Multilateral Investment Fund (MIF), a member of the Inter-American Development Bank Group, supports economic growth and poverty reduction in Latin America and the Caribbean through encouraging increased private investment and advancing private sector development. It works with the private sector to develop, finance, and execute innovative business models that benefit entrepreneurs and poor and low-income households; partners with a wide variety of institutions from the private, public and nonprofit sectors; evaluates results; and shares lessons learned. For more information, visit www.fomin.com.

The project jointly funded by both has the objective of (insert purpose of the project). For this it is structured in (insert) components, which are: 1) (insert), 2) (insert) 3) (insert), and 4) (insert).

The project has an expected duration of (insert) months, with a grant contribution by the MIF of US\$ (insert) and from the local counterpart of (insert)

(Describe the main results achieved by the project to date)



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In order to support the dissemination strategy of the project results, the documentation of its main aspects in an Infographic has been proposed.

Objective

Development of an infographic for Project with the objective of disseminating knowledge of a specific topic, using a technique that highlights the most important aspects of the project (data, ideas, processes or events) and illustrates the connections between them.

Activities and Methodology

To achieve the objectives set, the selected firm shall perform the following tasks, without excluding others considered necessary. For more information, refer to the Infographic Guide.

Each of these activities will be conducted in coordination with (Executing Agency) and the MIF.

i. identify:

- Principal audiences: It is necessary to identify to whom the infographic is directed.
- Objective: It is necessary to define the main goal sought, such as awareness of a subject, accountability for results, to explain a process.
- Scope: Identify content and key messages to be included in the infographic.
- Type of computer graphics: no animation or animation.

ii. Pre-production.

- Budgeting.
- Preparation of the first draft of content.

iii. Collection of information

iv. Design of the infographic:

- Selection of key messages.
- Choice of graphic documents.
- Preparation of sketches

v. Preparation of the infographics



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Characteristics of the infographics

- Length: It is recommended that the infographic be contained in a single page or double page. Additionally, the infographic should be large enough that it can be read with a width of 600 pixels (maximum available in most blogs).
- Language: (English, Spanish, Portuguese, French).
- Institutional Identity: Consider institutional guidelines of the MIF and Executing Agency, in respect to formats, colors, and logos.
- Intellectual property: Intellectual property of these materials will be the Executing Agency (insert) and the MIF, whose logos appear on all official materials.
- Graphics: Graphics should be embedded as images in documents, but the original drawing files must also be delivered in software compatible with Windows XP.

Deliverables

- i. Proposal of methodological design and design of infographic, including focus and structure, the processes of collecting and analyzing information.
- ii. Infographic draft.
- iii. Final deliverable of infographic.

Monitoring of activities

La supervisión de las actividades será realizada por (insertar nombre), de la Agencia Ejecutora. Este coordinará sus actividades con el Especialista FOMIN de la Representación en (insertar)

Monitoring activities will be conducted by (insert name), from the Executing Agency, who will coordinate activities with the MIF Specialist at the IDB Country Office in (insert)

Workplace

This work will be done from (insert)

If done remotely, should liaise with responsible parties for overseeing the activities of the executing agency and MIF, adjusting to the time zone and work schedule.

Deadline

The deadline for delivery of the products is (specify) months, according to the following schedule:

- Roadmap ZZZ months
- Proposed methodological design ZZZ months
- Infographic draft ZZZ months
- Final version of infographic ZZZ months



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Budget and payment method

The total budget for the implementation of audiovisual is (insert), including travel (if required shots are to take place in various locations), team preproduction, production and post production.

Payment will be made according to the following schedule:

10% Work Plan

20% Methodological design proposal.

20% Infographic draft

50% Final version of infographic, with the approval of the IDB / MIF

Post qualification criteria

- Technical description of the means and types of equipment to be used for the realization of the infographic.
- Annual report of the business' infographic.
- List of previous work (on CD), specifying those relating to the development area.



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