



TERMS OF REFERENCE

Technical service for graphic design and printing for the “Fair for All” project

1. Background

Oxfam is a global movement of people who are fighting inequality to end poverty and injustice. Our global confederation includes 21 member organizations working in 79 countries.

We have a vision of a just and sustainable world. A world where people and the planet are at the center of our economy. Where women and girls live free from violence and discrimination. Where the climate crisis is contained. And where governance systems are inclusive and allow for those in power to be held to account.

Oxfam in Vietnam believes that a reduction in poverty, injustice, and inequality will occur through the interaction between active citizens, accountable states and the private sector and that it is fundamental to Vietnam’s development.

All our work is led by three core values: Empowerment, Accountability, Inclusiveness. To read more about our values please click [here](#).

Fair for All (F4A) is a global program funded by the Dutch Ministry of Foreign Affairs and dozens of partner organizations implemented from 1 January 2021 until 31 December 2025. The main purpose of the global program is to promote value chains and trade in 14 countries more inclusive and sustainable. To realize this objective, Oxfam in Vietnam collaborates with a diverse range of stakeholders, including social organizations, research institutes, private sector, and local and national government bodies.

The Fair for All project in Vietnam is in its final year of implementation. The project is seeking a creative agency or consultants to provide graphic design and printing services for a story photobook.

2. Scope of Work

The consultant will:

1. Design 01 high-quality story photobook: approximately 60 pages (01 version in English, 01 version in Vietnamese. Same design)
Tone: human and nature centered, respectful, inspirational.
Target audience:
 - Primary audience: Community people, commune and provincial authorities, social organizations.
 - Secondary audience: Central level government agencies, international development organizations, the media, donors, and general public.
2. Create an interactive layout for the photobook that offers an enjoyable experience reading online.
3. Print 100 copies of the photobook, 20cmx20cm, professional standard. Publication permission required.

The consultants will study contents of the materials, work closely with Oxfam team during the process.

Deliverable	Timeline
Design concept finalized	26 November 2025
First design	4 December
Final design	8 December
Interactive online layout	10 December
Prints completed	11 December (preferably) or 14 December

3. Qualifications

- Proven experience in graphic design and creative production for development, advocacy, or storytelling projects.
- Portfolio of at least 3 similar documentation products, such as photobooks, reports, storybooks.
- Experience working with INGOs, development organizations, or social impact campaigns is highly desirable.
- Ability to deliver print-ready and digital formats, including interactive layouts for online viewing.
- Understanding of audience segmentation and tailoring design tone accordingly (e.g., inspirational for communities, formal for government).
- Familiarity with inclusive and ethical design practices, especially in representing communities.
- Willingness to work collaboratively with the Oxfam team and other consultants (e.g., writers, photographers).
- Flexibility to incorporate feedback and revisions during the design process.

4. How to apply

Interested consultants should submit their technical and financial proposal in English, including:

Interested agencies/consultants should submit:

- Company/consultant profile and CVs of key team members.
- Portfolio of relevant design work.
- Technical proposal outlining approach, timeline, and methodology.
- Financial proposal including design fees, production costs, and applicable taxes.
- References from previous clients (optional but preferred).

The proposal should be submitted by e-mail: hr.vietnam@oxfam.org.

Deadline for submission of application: 15 October 2025

Please note, only short-listed candidates will be notified for interview. Thank you!