

Annex A

TERMS OF REFERENCE

TEAM OF WRITER AND LAYOUT ARTIST

Child-friendly Interactive Material on Children's Rights and Biodiversity

I. BACKGROUND

Child Rights Coalition Asia (CRC Asia) is a regional network of child rights and human rights organizations working together to be a strong voice of child rights in the region. CRC Asia's work includes the promotion and provision of spaces and support to the participation of children and young people on issues that directly impact them. To enable this, CRC Asia develops child-friendly materials to raise children's awareness on their rights and the mechanisms for them to exercise their right to participate and be heard.

In partnership with World Wide Fund for Nature (WWF), CRC Asia is developing a child-friendly interactive material that will aid the understanding of biodiversity issues and their link with children's rights, including children's right to a clean, healthy, and sustainable environment as explained in the UN Convention on the Rights of the Child General Comment 26 on children's rights and the environment with a special focus on climate change (GC26).

Access to information is a prerequisite to the meaningful participation of children on issues of environment and climate change. Evidence-based information on these issues are often presented in technical manner and children, even those using the English language, do not know where and how to get information they need to be able to advocate for their own issues and develop innovative actions in advancing theirs, including the right to a clean, healthy, and sustainable environment.

In this regard, CRC Asia is looking for a **Team of Writer and Layout Artist** to develop the online material.

II. ABOUT THE PUBLICATION

The details of the material are as follows:

Communication Objective:

- To aid children's understanding of biodiversity issues and their link with children's rights

Target Audience:

- Main: children between the ages of 9 to 17
- Secondary: members of child rights, human rights, and environmental rights civil society organizations (CSOs) and other groups (e.g. teachers, parents/guardians, adult mentors) supporting children's participation on issues of biodiversity

Specifications

- No. of Pages including Cover: Between 20 to 30 pages
- Online with printable version for use in in-person discussions of children with peers and/or members of their support groups
- Size: A5 (folded - landscape)
- Color: Full-Color

III. TASKS OF THE TEAM OF WRITER AND LAYOUT ARTIST

The Team of Writer and Layout Artist is expected to develop the child-friendly interactive material on children's rights and biodiversity, in coordination with CRC Asia.

Specifically, the Team of Writer and Layout Artist is expected to:

- Develop the manuscript based on the [draft outline](#), with instructions for layout artist and proper citation of sources
- Edit the manuscript (up to 4 revisions) based on the comments from CRC Asia and on the results of the validation with children and their adult mentors
- Secure the permission of sources of contents integrated into the child-friendly interactive material
- Provide three layout studies/prototypes
- Layout the manuscript based on the instructions of the Writer
- Edit the layout (up to 4 revisions) based on the comments of CRC Asia and on the results of the validation with children and their adult mentors
- Participate in the validation of the draft child-friendly interactive material by children and their adult mentors
- Use license-free materials, including open-source/free font styles
- Prepare the raw and print-ready files of the child-friendly interactive material

IV. DELIVERABLES AND TIMEFRAME

The Team of Writer and Layout Artist is expected to deliver the following between 15 April 2025 to 15 June 2025:

Deliverables:

- First draft of manuscript
- Revised drafts of the manuscript (up to 4 revisions)
- Three layout studies/prototypes
- First draft of the layout
- Revised drafts of the layout (up to 4 revisions)
- Final copy of the material
- Raw and files for online posting

Activity	Deadline
First Draft of Manuscript	10 working days after approval of proposed outline

Comments of CRC Asia	3 days from receipt of the first draft
Second Draft of Manuscript	3 working days from receipt of comments to the first draft
Comments of CRC Asia	3 days from receipt of the second draft
Third Draft of Manuscript	3 working days from receipt of comments to the second draft
Comments of CRC Asia	3 days from receipt of the third draft
Final Manuscript	5 working days from receipt of comments to the third draft
Approval of Final Manuscript by CRC Asia	2-3 days from receipt of the Final Manuscript
First draft of the layout	10 working days from the approval of the final manuscript
Comments on the first draft of the layout	3 -5 working days upon receipt of the first draft of the layout
Second draft of the layout	5 working days from receipt of the comments to the first draft layout; the children participants of the validation activity will need to have a copy of the second draft at least 2 weeks before the validation activity
Validation/Focus Group Discussion with Children	A maximum of 2-hour FGD with 6-10 children from different countries in the region
Third draft of the layout	5 working days from the validation activity
Comments on the third draft of the layout	3 -5 working days upon receipt of the third draft of the layout
Final layout	5 working days from receipt of comments to the third draft of the layout / not later than 20 June 2022
Raw and print-ready files	30 June 2025

IV. QUALIFICATIONS

The members of the Team of Writer and Layout must collectively have the following qualifications:



- Experience in producing child-friendly materials in English
- an understanding of the importance of children's participation in issues that directly or indirectly affect them
- Excellent written communication skills in English
- Experience in producing original graphics/illustrations
- Have no records of violations of child rights and fraud

Preferably, the Team members collectively have:

- Familiarity with child rights
- Familiarity with environmental rights
- Working knowledge of languages other than English

V. PAYMENT

The Team of Writer and Layout Artist will be paid **Three Thousand One Hundred Forty US Dollars (USD 3,140)**, or its equivalent in Philippine Peso, inclusive of taxes and bank charges, for the service.

The payment shall be made in three increments and according to the following:

USD 1,000.00 – upon signing of the contract

USD 1,000.00 - upon completion of the following:

- First draft of manuscript
- Revised drafts of the manuscript (up to 4 revisions)
- Three layout studies/prototypes
- First draft of the layout

USD 1,140.00 - upon completion and submission of the following:

- Revised drafts of the layout (up to 4 revisions)
- Final copy of the material
- Raw and files ready for online posting

VI. APPLICATION PROCEDURE [IF NEEDED]

Interested applicants are requested to submit the following to labayan@crcasia.org and cmorales@crcasia.org on or before 31 March 2025:

1. curriculum vitae of all members of the team
2. portfolio of sample works