

Terms of Reference (ToR)
Developing High-Quality, Data-Driven Infographic documentation

Period: September 2025 – June 2026

Client: Cordaid Rwanda

Location: Rwanda (Kigali, selected districts in Eastern, Western, Northern and Southern Provinces)

1. Background

Cordaid Rwanda implements impactful, multi-sectoral development initiatives addressing climate resilience, agriculture, financial inclusion, and socio-economic empowerment. As part of its knowledge sharing and communications strategy, Cordaid aims to produce high-quality, visually compelling, data-driven infographic documents that summarize results, outreach, best practices, learning, and success stories from key projects.

These documents will serve as powerful tools for donor reporting, advocacy, stakeholder engagement, and digital communication.

2. Projects Covered

The consultancy will develop infographic documents for the following four projects:

- Transforming Eastern Province through Adaptation (TREPA)
- Kayonza Irrigation and Integrated Watershed Management Project – Phase 2 (KIIWP-2)
- The Socio-Economic Inclusion of Refugees and Host Communities in Rwanda Project (Jya Mbere)
- Partnership for Resilient and Inclusive Small Livestock Market (PRISM)

3. Purpose of the Assignment

To design and deliver four high-quality, data-driven infographic documents, each tailored to one of the above projects. The documents must present project data, achievements, impact stories, learning, and best practices in a clear, concise, and visually engaging format that adheres to Cordaid's branding.

4. Objectives

- To synthesize and translate technical reports, results, and stories into concise, impactful infographics.
- To ensure documents are visually engaging, informative, and audience friendly.
- To support Cordaid in communicating key project results to donors, partners, and the public.

5. Scope of Work

The selected firm will:

Data Collection and Content Structuring

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- Review project reports, case studies, and monitoring data,
- Collaborate with Cordaid's MEL, and Project teams to clarify key content,
- Extract relevant achievements, success stories, statistics, outreach figures, and lessons learned,
- Conduct interview with selected stakeholders and take high quality photos,
- Ensure informed consent and safeguarding compliance.

Design and Development

- Develop a branded, project-specific layout and design template,
- Create professional infographics and illustrations to complement narrative content,
- Integrate visual representations of impact, results, partnerships, and stories.

Review & Finalization

- Submit drafts for feedback and revise accordingly,
- Deliver final versions in high-resolution (print-ready) and web-optimized (PDF/PNG) formats,
- Provide editable source files (e.g., Adobe Illustrator or InDesign).

6. Cordaid responsibilities

- Availing all documentation and data
- Selecting participants, location, planning and scheduling interviews
- Field transportation (accommodation and meals excluded)
- Timely providing inputs and comments
- Availing of consent forms

7. Deliverables

Deliverable	Description
Inception Report	After an inception meeting, the firm shall submit an inception report detailing Work plan, content framework, visual approach and timeline
4 Final Infographic documents	One per project, aligned with branding + referenced photos taken from the field
Editable Design Files	Source files (e.g., .AI, .PSD, .INDD) for each document
Print & Web Versions	High and compressed formats for print and digital use

8. Timeline

The assignment runs from September 2025 to June 2026. The specific delivery timelines for each project will depend on the project's contextual needs, readiness and field access but will remain within the overall implementation period (September 2025 – June 2026).

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A more detailed project-based schedule will be agreed upon with Cordaid during the inception phase.

9. Required Qualifications

- Proven experience in designing development-focused infographics or factsheets
- Strong skills in data visualization, layout design, and visual storytelling
- Familiarity with development, humanitarian, or climate/agriculture sectors
- Proficiency in relevant design software (Adobe Illustrator, InDesign, etc.)
- Experience working with NGOs or donor-funded projects is an asset
- Fluency in English; Kinyarwanda understanding is a plus
- Previously worked with Cordaid on the similar work is a plus

10. Reporting and Supervision

The consultant will report to the projects MEL, with technical input from the projects teams and program managers. Cordaid will facilitate access to source content and provide feedback during the review process.

11. Payment Terms

Payment will be made in three installments:

Payment Installment	Trigger
1st Installment	Upon submission and approval of inception report
2nd Installment	Upon submission and approval of TREPA and KIIWP-2 infographic documents + referenced photos
3rd Installment	Upon submission and approval of PRISM and Jya Mbere infographic documents + referenced photos

Each payment will follow Cordaid's formal approval of the deliverable's quality, content accuracy, and design compliance.

12. Submission of Proposals

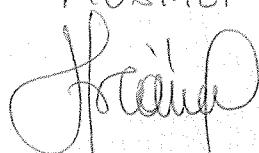
Interested applicants are invited to submit the following:

- Technical proposal: max 3 pages
- Financial proposal: all-inclusive
- Portfolio of relevant infographic/factsheet work
- CVs of key personnel
- Registration certificate provided by RDB

Submission Deadline: 29 August 2025

Submit to: apollinaire.nshimiyimana@cordaid.org

Prepared by

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Approved by



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