

## **TERMS OF REFERENCE**

### **Conceptualization and Design of the Habitat III Conference's Visual Identity**

**POSITION:** Habitat III Conference's Art and Design Consultant

**SECTION:** Habitat III Secretariat

**DUTY STATION:** New York

**DURATION:** 5 working months

**CLOSING DATE:** 26th OCTOBER 2014

### **BACKGROUND AND JUSTIFICATION**

Habitat III is the United Nations Conference on Housing and Sustainable Urban Development to take place in 2016. In resolution 66/207 and in line with the bi-decennial cycle (1976, 1996 and 2016), the United Nations General Assembly decided to convene, the Habitat III Conference to reinvigorate the global commitment to sustainable urbanization, to focus on the implementation of a "New Urban Agenda", building on the Habitat Agenda of Istanbul in 1996.

The objective of the Conference is to secure renewed political commitment for sustainable urban development, assess accomplishments to date, address poverty and identify and address new and emerging challenges. The conference will result in a concise, focused, forward-looking and action-oriented outcome document.

The Conference is addressed to all Member States and relevant stakeholders, including parliamentarians, civil society organizations, regional and local government and municipality representatives, professionals and researchers, academia, foundations, women and youth groups, trade unions, and the private sector, as well as organizations of the United Nations system and intergovernmental organizations.

Habitat III will be one of the first UN global summit after the adoption of the Post-2015 Sustainable Development Agenda. It offers a unique opportunity to discuss the important challenge of how cities, towns and villages are planned and managed, in order to fulfill their role as drivers of sustainable development, and hence shape the implementation of new global development and climate change goals.

The Habitat III Secretariat is in charge of the global coordination of the Conference. Within this framework, the Secretariat requests an Art and Design Consultant to develop a full visual identity for the Habitat III Conference.

## **DUTIES AND RESPONSABILITIES**

Under the overall guidance of the Habitat III Secretariat Coordinator and in coordination with the Conference communications strategy, the consultant will:

1. Conceptualization and design of the Habitat III Conference's logo and full visual image.
2. Develop the Habitat III Brand Guidelines.
3. Develop branding for the Habitat III Campaign.
4. Design of branding materials for Habitat III:
  - a. Templates for Presentations
  - b. Interface designs and interactive graphics
  - c. Social Media templates and images
5. Support on the creative process to establish the activities and outreach initiatives of the Habitat III process.
6. Improve and edit art-works, photos, charts and other graphic elements.

## **EXPECTED OUTPUTS**

1. Logo and applications of the Habitat III Conference
2. Brand Guidelines for the Habitat III Conference
3. Logo and applications of the Habitat III Conference Campaign
4. Habitat III Visual Kit: templates, social media, interface designs and interactive graphics.

## **QUALIFICATIONS AND EXPERIENCE**

The consultant is expected to possess the following qualifications and experience:

- Degree in Fine Arts (Graphic Design, Illustration, Industrial Design, Film), or the equivalent of 5 years of experience in graphic design or illustration.
- Experience in branding & identity design projects.
- Experience in developing global campaigns.

- Excellent command of design software.
- Fluency in English. Another UN language will be considered beneficial.
- Experience with in branding of conferences would be a beneficial.

## COMPETENCIES

**Creativity:** Strong creative skills; inspirational style.

**Professionalism:** Proper outputs and designs from the beginning of the process until the very end; ability to work under pressure and meet deadlines.

**Planning and Organizing:** Ability to establish priorities, plan, coordinate and monitor own work.

**Teamwork:** Good coordination with others to ensure consistency of terminology and style; and demonstrated ability to gain the support and cooperation of others in a team environment, with sensitivity and respect for diversity.

**Communication:** Good interpersonal and communication skills.

**Technological Awareness:** Experience in using design programs and other computer applications

## DURATION OF ASSIGNMENT

5 months, from 1 November 2014 until 31 March 2015

Applications should include:

- Cover memo (maximum 1 page)
- CV in the PHP format, accessible through the INSPIRA website ([inspira.un.org](http://inspira.un.org))  
Please note, if using INSPIRA for the first time, you need to register in order to activate your account, which will allow you to log in and create a personal History Profile (The PHP should be attached to the application as a PDF file).
- Summary CV (maximum 2 pages), indicating the following information:

1. Educational Background (incl. dates)
2. Professional Experience (assignments, tasks, achievements, duration by years/ months)
3. Other Experience and Expertise (e.g. Internships/ voluntary work, etc.)
4. Expertise and preferences regarding location of potential assignments.
5. Expectations regarding remuneration

All applications should be submitted to [habitat3secretariat@un.org](mailto:habitat3secretariat@un.org)



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Please be advised that since April 15<sup>th</sup> 2010, applicants for consultancies must be part of the UN-HABITAT e-Roster in order for their application to be considered. You can reach the e-Roster through the following link: <http://e-roster.unhabitat.org>

Deadline for applications: **26th October 2014**