



**PROJECT: IMPLEMENTATION OF THE STRATEGIC ACTION PROGRAM
TO ENSURE THE INTEGRATED AND SUSTAINABLE MANAGEMENT OF
TRANSBOUNDARY WATER RESOURCES OF THE AMAZON RIVER BASIN
AMAZON RIVER BASIN, TAKING INTO ACCOUNT CLIMATE VARIABILITY AND
CLIMATE CHANGE**

**TERMS OF REFERENCE
FOR THE HIRING OF
A CONSULTANCY IN GRAPHIC, EDITORIAL, AND
DIGITAL DESIGN WITHIN THE FRAMEWORK OF THE
AMAZON BASIN PROJECT**

Funding Agency: Global Environment Facility (GEF)

Implementing Agency: United Nations Environment Program

Executing Agency: Amazon Cooperation Treaty Organization (ACTO)

TERMS OF REFERENCE

I. IDENTIFICATION OF THE CONSULTANCY

Individual consulting services, on a per-product basis, in the areas of graphic, editorial, and digital design for the Amazon Basin Project – Implementation of the Strategic Actions Program (PAE), aimed at ensuring the quality, consistency, and visual standardization of the Project’s institutional products and digital platforms through:

- the development of graphic designs and layout for institutional and technical publications;
- production of graphic elements and digital materials for institutional communication;
- maintaining and updating the Amazon Basin Project’s institutional website and the Amazon Network of Water Authorities (RADA) website;
- implementing the website for the Compendium of Cultural, Artistic, and Educational Expressions of the Amazon Region in Portuguese, Spanish, and English, based on the graphic design and prototype previously approved by ACTO;
- Consistent application of the Project’s visual identity across graphic, editorial, and digital materials in Portuguese, Spanish, and English.

II. BACKGROUND AND JUSTIFICATION

Under the Amazon Cooperation Treaty, the Amazon Cooperation Treaty Organization (ACTO) and its Permanent Secretariat (PS/ACTO) were established, headquartered in Brasília and possessing international legal personality, with the objective of institutionally improving and strengthening the process of cooperation, coordination, and joint actions among its Member Countries to promote the sustainable development of the Amazon.

The main functions and responsibilities of the SP/OTCA are to facilitate exchange, knowledge-sharing, cooperation, and joint initiatives among Member Countries to fulfill the mandates of the Amazon Cooperation Treaty; to build consensus that enables the implementation of activities, programs, and projects; and to establish forums for political and technical dialogue, among other actions.

In this context and within the framework of its regional action plan on water resources, ACTO is implementing the project “Implementation of the Program of Strategic Actions to Ensure the Integrated and Sustainable Management of Transboundary Water Resources in the Amazon River Basin, Taking into Account Climate Variability and Change,” funded by the Global Environment Facility (GEF), with the United Nations Environment Programme (UNEP) serving as the implementing agency and SP/OTCA as the executing agency.

The project’s main objective is to advance the implementation of the Strategic Action Program (PAE) agreed upon by the eight member countries of ACTO, promoting Integrated Water Resources Management (IWRM). The initiative supports countries in strengthening national capacity and regional governance for IWRM, improving adaptation to climate change, and generating robust regional data to enhance decision-making and coordination regarding water resources management in the Amazon Basin, from the headwaters in the Andes to the delta on the Atlantic.

The project is implemented through four components: i) an innovative governance model for Integrated Water Resources Management in the Amazon Basin; ii) building community resilience and protecting aquatic ecosystems from the effects of climate variability and change; iii) integrated

environmental monitoring and reporting based on indicators; and iv) a comprehensive model for monitoring, evaluating, and communicating progress in the implementation of the Amazon PAE.

Given the volume, diversity, and complexity of the communication outputs planned for the period from October 2026 to October 2027, it is necessary to hire a professional specializing in graphic, editorial, and digital design. The consultancy must ensure technical quality, visual consistency, and coherence in institutional communication across the Project's publications, promotional materials, and digital platforms. In addition, the institutional website and the sub-site of the Amazonian Network of Water Authorities (RADA) operate on a WordPress platform, using the Avada theme and the WPML plugin for content management in Portuguese, Spanish, and English. This requires specific technical knowledge for their maintenance, updating, and development, as well as experience in the editorial and graphic adaptation of materials in these three languages.

III. OBJECTIVES AND RESPONSIBILITIES OF THE CONSULTANCY

General Objective

To hire a professional specializing in graphic, editorial, and digital design to develop, layout, implement, maintain, and update the graphic, editorial, and digital products of the Amazon Basin Project, ensuring the consistent application of its visual identity and the technical quality of the materials produced in Portuguese, Spanish, and English.

Specific Objectives

1. Develop graphic and editorial designs for the Amazon Basin Project's technical and institutional publications, including books, manuals, policy briefs, reports, cover systems, editorial templates, and other institutional materials.
2. Maintain and update the Amazon Basin Project's institutional website and the sub-site of the Amazon Network of Water Authorities (RADA).
3. Implement the website for the Compendium of Cultural, Artistic, and Educational Expressions of the Amazon Region in Portuguese, Spanish, and English, based on the graphic design and prototype already approved by ACTO.
4. Produce graphic elements and digital materials for the Project's institutional communication efforts, including PowerPoint presentations, reusable templates, graphic assets for calls for proposals, social media posts, certificates, and graphic assets for audiovisual products.
5. Ensure the consistent application of the Amazon Basin Project's visual identity and that of its institutional products in all graphic, editorial, and digital materials developed during the course of the consulting engagement.

IV. ACTIVITIES, SPECIFIC TASKS, AND DELIVERABLES

To achieve the objectives and carry out the activities described below, the consultancy services will be provided in coordination with the Regional Coordination Unit of the Amazon Basin Project (RCU/ACTO) and, where applicable, with the technical units responsible for the content. The Project Coordination Office will provide the texts, maps, tables, charts, and other materials necessary for the development of the deliverables specified in this consultancy.

Objective 1. Develop graphic and editorial designs for technical and institutional publications of the Amazon Basin Project, including books, manuals, policy briefs, reports, cover designs, editorial templates, and other institutional materials.

- Design the graphic layout and typeset the ADT/PAE Supplement, comprising approximately 200 pages, in the three languages.
- Design the layout and typeset the Mercury Atlas, comprising approximately 150 pages, in Portuguese, Spanish, and English, based on texts, maps, tables, charts, and other materials provided by the Coordination Office.
- Design the graphic layout and typeset the ACTO Gender Policy, adapted into Portuguese, Spanish, and English.
- Design the graphic layout and typeset the White Paper of the Amazon Network of Water Authorities (RADA), comprising approximately 60 pages, adapted into Portuguese, Spanish, and English.
- Develop a common graphic design and layout for the White Papers of Guyana and Suriname, each approximately 60 pages long, in English, applying the same editorial identity to both publications.
- Design the graphic layout and typeset the “*Source-to-Sea*” Policy Brief, adapting it for Portuguese, Spanish, and English.
- Design the graphic layout and typeset the Policy Brief “*Toolbox for Water Management in the Amazon*,” adapted into Portuguese, Spanish, and English.
- Design the graphic layout and typeset two policy briefs on gender, covering Guyana and Suriname, in English.
- Design the layout and typeset the Amazon Regional Observatory (ORA) Manual, including infographics, in all three languages.
- Design the layout, format, and adapt the Guyana SbN Manual into the three languages.
- Design the graphic layout and typeset the Guyana Toolkit, approximately 80 pages long, adapted into Portuguese, Spanish, and English.
- Design a unified visual system for covers and apply it to the Project’s 19 reports—corresponding to 17 interventions and two activities—in the three languages.
- Design a cover template for the Amazon Basin Project consultants’ deliverables in Portuguese, Spanish, and English, in an editable format for reuse.
- Incorporate the UCR’s comments and deliver the final, editable files for each publication and product in the requested formats.

Objective 2. Maintain and update the Amazon Basin Project’s institutional website and the Amazon Network of Water Authorities (RADA) subsite.

- Perform evolutionary and corrective maintenance on the Amazon Basin Project’s institutional website and the Amazon Network of Water Authorities (RADA) subsite, both developed using WordPress.
- Perform updates to the system, plugins, theme, security mechanisms, and backup routines, ensuring the proper functioning of the digital platforms.
- Update content, images, documents, and other information available on the websites in Portuguese, Spanish, and English, in accordance with UCR guidelines.

- Implement minor adjustments to layout, structure, and functionality to improve navigation and the user experience.
- Ensure the compatibility, stability, and technical integrity of digital platforms, preserving their visual identity, information architecture, and multilingual functionality.

Objective 3. Implement the website for the Compendium of Cultural, Artistic, and Educational Expressions of the Amazon Region in Portuguese, Spanish, and English, based on the graphic design and prototype already approved by ACTO.

- Implement the Compendium website using WordPress, based on the graphic design, information architecture, and prototype previously approved by ACTO.
- Configure the website's multilingual structure using the tools adopted by the Project for managing content in Portuguese, Spanish, and English.
- Develop the institutional pages, the presentation template for the Compendium entries, and the other elements necessary for the platform to function.
- Upload and organize the content provided by UCR, including the cultural events profiles from Member Countries, in their respective language versions.
- Conduct tests of the platform's functionality, usability, responsiveness, and visual consistency before it goes live.
- Make the adjustments requested by UCR until the platform is finally validated.

Objective 4. Produce graphic designs and digital materials for the Project's institutional communication efforts, including PowerPoint presentations, reusable templates, graphic assets for calls for proposals, social media posts, certificates, and graphics for audiovisual products.

- Develop a template system for public calls for proposals, consisting of a main graphic for the Project website, three variations, and their corresponding adaptations for social media, in all three languages, in an editable and reusable format for the Project team.
- Produce up to four graphic posts for social media during the contract period, in single-image or carousel format, adapted for Instagram, Facebook, X, and LinkedIn, with versions in Portuguese, Spanish, and English.
- Design up to six institutional presentations, with approximately 20 slides each, based on the project's visual template and content provided by UCR, in the three languages.
- Develop graphic designs for two videos, including opening and closing title sequences, *lower thirds*, and other necessary static graphic elements, with files delivered in Portuguese, Spanish, and English. This activity does not include video editing, assembly, or animation.
- Develop a certificate template for the Project's training activities in the three languages, in an editable format applicable to the various training sessions.
- Produce the final, editable files for the materials, adhering to the technical specifications of the various channels and formats for use.

Objective 5. Ensure the consistent application of the Amazon Basin Project’s visual identity and that of its institutional products in all graphic, editorial, and digital materials developed during the course of the consultancy.

- Consistently apply the visual identity of the Amazon Basin Project, the Amazon Network of Water Authorities (RADA), and other related institutional products.
- Ensure typographic, color, iconographic, and information organization consistency across the various publications, graphic materials, and digital platforms.
- Adapt graphic, editorial, and digital products to Portuguese, Spanish, and English versions, taking into account differences in text length, information hierarchy, and readability, in order to maintain visual consistency across the three languages.
- Organize and deliver source files, images, authorized fonts, and other digital assets in a structured manner, enabling their continued use and reuse by the Project.
- Participate in alignment, review, and validation meetings whenever summoned by UCR.

V. DELIVERABLES

Deliverable(s)	Description of the product(s) or activity(ies)	Deadline	Content/format to be delivered
1. Work plan, initial maintenance of digital environments, and first graphic deliverables	- Detailed work plan, including an implementation schedule and delivery plan. - Maintenance and updating of the institutional website and the RADA and Compendium subsites during the first quarter. - Configuration and renewal of Avada and WPML licenses, subject to authorization. - Graphic design, layout, and adaptation of the ACTO Gender Policy. - Development of graphic art for audiovisual content in all three languages. - Development of a cover template for the Project's technical reports and production of individual covers for the reports made available by UCR during the first quarter, including their publication on the institutional website. - Graphic design, layout, and adaptation of the SBN Guiana Manual. - Production of graphic elements and digital materials planned for the quarter, including: - a template system for calls for proposals, with three layout variations and adaptations for social media in the three languages; - a cover template for consultants' deliverables; - first piece for social media; - up to two institutional presentations; - an institutional certificate template for courses, workshops, and other training activities.	Up to 90 calendar days after the contract is signed.	Work plan in editable and PDF formats. Quarterly report on maintenance and update activities for the institutional website and RADA subsites. Proof of configuration and renewal of Avada and WPML licenses, when applicable. ACOA Gender Policy in final and editable versions, with a link to its publication on the institutional website. Guyana SbN Manual in final and editable versions, with a link to its publication on the institutional website. Final and editable files of the graphic designs for the audiovisual product, in all three languages. Cover templates for the Project's technical reports, in editable format, and final, editable files of the individual covers produced during the period, with the respective links to the reports published on the institutional website, where applicable. Final and editable files of the graphic elements and digital materials produced during the period, including the template system for calls for proposals, the cover template for consultants' deliverables, social media content, institutional presentations, and the certificate template.

Deliverable(s)	Description of the product(s) or activity(ies)	Deadline	Content/format to be delivered
2. Implementation of the Compendium website, continued maintenance of the institutional websites, and development of graphic and editorial products.	1. Maintenance and updating of the institutional website and the RADA and Compendium subsites during the second quarter. 2. Launch of the Compendium's multilingual website, including institutional pages, a fact sheet template, and initial content upload. 3. Production of individual covers for the Project's technical reports and publication of the respective reports on the institutional website, based on the developed template, as content is made available by UCR. 4. Graphic design and layout of the RADA White Paper in the three languages. 5. Graphic design, layout, and infographics for the ORA Manual in three languages. 6. Production of graphic elements and digital materials planned for the quarter, including content for social media and institutional presentations. 7. Production in English of the gender Policy Briefs for Suriname and Guyana. 8. Graphic design and layout of the "Source-to-Sea" and "Toolbox for Water Management in the Amazon" Policy Briefs. 9. Graphic design and layout of the Guyana Toolkit in English.	Up to 180 calendar days after the contract is signed.	Quarterly report on maintenance and update activities for the institutional website and the RADA and Compendium subsites. Compendium website implemented and operational in Portuguese, Spanish, and English. White Paper of the Amazon Network of Water Authorities (RADA) in final and editable versions, in Portuguese, Spanish, and English. Manual of the Amazon Regional Observatory (ORA) in final and editable versions, including infographics, in Portuguese, Spanish, and English. Gender Policy Briefs for Guyana and Suriname in final and editable versions, in English. Source-to-Sea Policy Brief in final and editable versions. Guyana Toolkit in a final, editable version. Final and editable files of the individual covers produced for the Project's technical reports and links to the respective reports published on the institutional website. Final and editable files of the graphic elements and digital materials produced during the period.

Deliverable(s)	Description of the product(s) or activity(ies)	Deadline	Content/format to be delivered
3. Development of editorial publications and continued maintenance of digital platforms	1. Maintenance and updating of the institutional website and the RADA subsite during the third quarter. 2. Common graphic design and layout for the White Papers on Guyana and Suriname, in English. 3. Production of individual covers for the Project's technical reports and publication of the respective reports on the institutional website, based on the developed template, as content is made available by UCR. 4. Production of graphic elements and digital materials planned for the quarter, including the third social media post and an institutional presentation.	Up to 270 calendar days after the contract is signed.	Quarterly report on activities related to the maintenance and updating of the institutional website and the RADA subsite. Final, editable versions of the White Papers on Guyana and Suriname, in English. Final, editable files of the individual covers produced for the Project's technical reports and links to the respective reports published on the institutional website. Final, editable files of the graphic elements and digital materials produced during the period.

Deliverable(s)	Description of the product(s) or activity(ies)	Deadline	Content/format to be delivered
4. ADT/PAE Supplement, Mercury Atlas, continued maintenance of institutional websites, and development of graphic, editorial, and audiovisual products; conclusion of the consulting engagement	- Maintenance and updating of the institutional website and its subsites during the fourth quarter. - Graphic design and layout of the ADT/PAE Supplement in the three languages. - Graphic design and layout of the Mercury Atlas in the three languages. - Development of graphic art for audiovisual content in all three languages. - Production of graphic pieces and digital materials planned for the quarter, including the fourth piece for social media and an institutional presentation. - Production of individual covers for the Project's technical reports and publication of the respective reports on the institutional website, based on the developed template, as content is made available by UCR. - Incorporation of final adjustments to the deliverables provided during the contract. - Organization and delivery of the collection of source files, images, authorized fonts, and other digital assets produced during the consulting engagement. - Final consulting report.	Up to 365 calendar days after the contract is signed.	Quarterly report on maintenance and update activities for the institutional website and its subsites. ADT/PAE supplement in final, editable versions in Portuguese, Spanish, and English. Mercury Atlas in final and editable versions, in Portuguese, Spanish, and English. Final and editable files of the graphic assets for the audiovisual product, in Portuguese, Spanish, and English. Final and editable files of the graphic elements and digital materials produced during the period. Final, editable files of the individual covers produced for the Project's technical reports and links to the respective reports published on the institutional website, where applicable. Final, editable files of the revised products, incorporating the final adjustments requested by UCR. An organized collection containing source files, images, authorized fonts, and other digital assets produced during the consulting engagement. Final consulting report, in editable and PDF formats.

VI. PAYMENT TERMS

Payment for the consulting services will be made upon presentation of the deliverables and their formal approval by the Regional Coordination Unit of the Amazon Basin Project (UCR/OTCA), as well as by the responsible technical departments, where applicable.

The total amount of the fees is **USD 30,000.00** (thirty thousand United States dollars), including applicable charges, and will be paid in four quarterly installments, as detailed below:

- First payment: USD 7.500,00, following approval of Product 1.
- Second payment: USD 7.500,00, following approval of Product 2.

- Third payment: USD 7.500,00, following the approval of Product 3.
- Fourth payment: USD 7.500,00, following approval of Product 4.

Payments will be contingent upon the submission of the corresponding tax documentation and full approval of the scheduled deliveries for each product.

VII. REQUIREMENTS FOR THE COMPANY AND THE RESPONSIBLE PROFESSIONAL

A. Company Requirements

- Proven experience in providing graphic, editorial, and digital design services.
- Proven experience in the creation and application of visual identities and institutional graphic systems.
- Proven experience in the graphic design and layout of medium- and high-complexity technical and institutional publications.
- Experience in the development of infographics, institutional presentations, digital media materials, reusable graphic templates, and graphic materials for audiovisual products.
- Experience in the development, implementation, administration, and maintenance of WordPress websites.
- Experience in international cooperation projects, multilateral organizations, and initiatives related to socio-environmental issues, sustainable development, and the Amazon will be considered an asset.

B. Requirements for the Professional Responsible for the Execution and Technical Coordination of the Services

- University degree in **Graphic Design, Design, Visual Communication, Audiovisual Communication, or related fields.**
- At least **ten (10) years of professional experience in graphic, editorial, and digital design.**
- Proven knowledge of the **Avada theme and WPML plugin, or equivalent tools for building and managing multilingual websites.**
- Experience in the **adaptation and layout of materials in Portuguese, Spanish, and English.**
- Proficiency in **professional graphic design, editorial design, illustration, and image-editing tools.**

VIII. APPLICATION DOCUMENTS

Interested companies shall submit:

1. **Technical proposal**, including a brief presentation of the company, its understanding of the scope, and the proposed approach to the execution of the services;
2. **Company portfolio**, including relevant work related to the scope of the consultancy, such as graphic, editorial, and digital design, publications, visual identities, and website development and/or maintenance;
3. **Curriculum vitae (CV) of the professional responsible for the execution and technical coordination of the services**, demonstrating compliance with the education, experience, and technical knowledge requirements established in these Terms of Reference.

IX. SUBMISSION OF APPLICATIONS

Interested companies shall submit the documentation specified in Section VIII of these Terms of Reference by email to selecao@otca.org, no later than **11:59 p.m. (Brasília time) on September 13, 2026.**

The email subject line shall read: **“Consultancy in Graphic, Editorial and Digital Design”.**

X. DURATION

The consulting engagement will last twelve (12) months, with an expected duration from October 2026 to October 2027, effective as of the contract signing date.

XI. WORK LOCATION

The consultancy services will be provided remotely, with availability for in-person meetings at the SP/ACTO headquarters in Brasília and for virtual meetings with the Project Coordination, as needed.

XII. COMPENSATION

The budget allocated for this consulting engagement is **USD 30,000.00** (thirty thousand United States dollars), including applicable charges.