



Funded by
the European Union

EUROPEAN UNION MOBILITY PROGRAMME FOR MYANMAR

EMPM Programme Management Unit
DAAD Regional Office Jakarta, Summitas II, 14th floor
Jl. Jend. Sudirman Kav 61-62, Jakarta 12190, Indonesia
T: +62-21-5200-870 | E: empm@daad.de

CALL FOR PROPOSALS

“Service provider(s) for EMPM Branding and Collaterals”

- Terms of Reference -

About EMPM

As part of the Special Measure 2021 for the people of Myanmar, the EU has developed the Action "Youth Training and Leadership Opportunities" (NDICI ASIA/2021/043-229), the implementation of which commenced in January 2023. The action has a total budget of EUR 15 million and its purpose is to protect Myanmar's next-generation human capital through education and training. The action is structured into sub-programmes of which the "EU Mobility Programme for Myanmar" (EMPM) focuses on higher education.

EMPM has the specific objective of enhancing options for online learning and mobility for students and young professionals affected by recent interruptions of higher education and employment.

Higher education institutions in Myanmar were closed for 20 months due to Covid and the military coup. A large proportion of students are refusing to return to their universities in protest of the military takeover. An estimated 20,000 university staff have been suspended since May 2021. As a result of the pandemic and military takeover, an entire generation of students has lost access to formal higher learning.

This sub-programme is a pilot mobility programme for students and young professionals from Myanmar. The programme is benefitting from the Myanmar related actions in the track record of the regional ASEAN-wide EU SHARE programme and aims to establish a contextualised mechanism for the promotion, selection/nomination, and mobilisation of Myanmar scholarship beneficiaries. It will provide access to virtual mobility and online studies at ASEAN and EU institutions and increase the availability of physical mobility learning opportunities in ASEAN countries and the EU for Myanmar students, youth leaders, and young professionals. The programme is funded with EUR 5 million for a duration of 48 months (January 2023 – December 2026).

The programme is implemented by a consortium comprised of DAAD, Campus France, and Nuffic with the main activities of mobility scholarships and virtual scholarships & skills development.

Scope of Work and Expected Output

- Design a corporate logo for EMPM, both without and with Consortium Partners logos.
- Develop a Communication Toolkit, including branding guidelines and templates used in various documents, such as:
 - Color palette for public designs, e.g., website, presentations, banners, etc.
 - Typography
 - Logo placement in documents
 - Letterhead, etc.
- Produce editable design templates for:
 - Publications
 - Presentations (.ppt)
 - Programme / Agenda booklet



Deutscher Akademischer Austauschdienst
German Academic Exchange Service





Funded by
the European Union

EUROPEAN UNION MOBILITY PROGRAMME FOR MYANMAR

EMPM Programme Management Unit
DAAD Regional Office Jakarta, Summitmas II, 14th floor
Jl. Jend. Sudirman Kav 61-62, Jakarta 12190, Indonesia
T: +62-21-5200-870 | E: empm@daad.de

- Notebook
- Create designs for collaterals:
 - Infographics
 - Brochures / Leaflet
 - Banners (incl. electronic backdrops)

Indicative Timeline

Date	Descriptions
2 January 2024	Publication of the Call for Proposals
31 January 2024	Deadline for proposal submission
February 2024	Selection process
February 2024	Announcement of the selected provider

Budget

Applicants are asked to provide a breakdown of the indicative budget plan. The budget needs to indicate either cost per item/task or cost as a whole package (preferred).

Submission Requirements

Content of the proposal shall cover the following information:

- Organisational information.
- Qualifications and experience of the designer(s) involved.
- Work schedule.
- Indicative budget breakdown.
- Previous work / Portfolio (especially for public bodies and/or EU funded actions).
- Additional Information necessary to evaluate the proposal.

Contact Information

Submission of proposals and any inquiries shall be sent to empm@daad.de.

For submission of proposals, please indicate **Application - Provider for EMPM Branding and Collaterals** in the e-mail subject and submit it before **Wednesday, 31 January 2024, 11:59 PM (UTC+7)**.