

Terms of Reference - Government Budget Infographics 2024

1. Introduction:

The Ministry of Finance has made efforts to improve the way in which the National Budget is presented to the general public, policymakers and other stakeholders to increase accessibility to budgetary information and improving public engagement on how it impacts them. Currently, the National Budget is communicated via a Budget Book containing budget statements and tables as outlined in the Public Finance Act (Law Number 3/2006) and the Fiscal Responsibility Act (Law Number 7/2013), an infographics booklet and, a dedicated website. These terms of reference outline the roles and responsibilities of the party selected for this project.

2. Objectives:

The objectives of the Government Budget Infographics are as follows:

- a. Communicate the key components of the Government Budget 2024 and how it impacts the general public.
- b. Present the allocation of resources across different sectors and programs in a concise and comprehensible manner.
- c. Communication of key budgetary topics such as budget deficits, public debt, fiscal sustainability and public spending patterns.
- d. Enhance accountability and trust by presenting budgetary information in a clear, concise and visual manner.
- e. Serve as an educational tool to enhance financial literacy among the public.
- f. Facilitate meaningful public participation in fiscal decision-making processes by promoting fiscal literacy among the general population.

3. Scope of Work:

The scope of work for the Government Budget Infographics includes the following activities:

- a. **Dissemination of Budget Data and Information:** The Ministry of Finance will provide necessary data and content related to Budget 2024. The data provided should be presented with relevant artwork and content based on the requirements specified by the Ministry. This includes an

Information Booklet (34 pages approx.) and social media content (for Tiktok, Instagram, Facebook and, Twitter). The information to be included in the contents shall be provided by the Ministry of Finance. Both the Booklet (print ready InDesign file and PDF) and social media content shall be provided to the Ministry by the dates specified below.

- b. **Layout of the Budget Book:** Create the layout of the Budget Book including the cover page, chapter breaks and, page layout for both English and Dhivehi text orientations. This should fit the narrative, theme and, color schemes of the Budget 2024 as provided by the Ministry. An InDesign file of the Budget Book with the master sheets made and the color schemes added must be provided once the finalized.
- c. **Presentation Slides and Graphics:** Create a PowerPoint Presentation Master Slide template that the Ministry could use in Budget 2024 related presentations and talks, along with graphics for Budget website and public media (specifications will be provided by the Ministry) that fits the broader theme of the National Budget.

4. Timeline:

The following timeline is proposed for the completion of the Government Budget Infographic Booklet:

Deadline	Deliverables
23 August 2023	Kick-off meeting
31 August 2023	Draft options for graphics and theme for Budget 2024 (minimum 2 stylistic typologies must be provided)
31 August 2023	Finalize graphics and layout of the Budget Book (an InDesign file must be provided with the required specifications)
7 September 2023	General layout and overview of the infographics booklet
14 September 2023	Finalize chapter breaks with the relevant artwork and draft of the presentation slides
21 September 2023	Draft cover pages and spine for the budget book and draft social media content (based on the required specifications)
28 September 2023	Presentation of the first draft of information booklet (this should include the layout of all the spreads)
5 October 2023	Finalizing all the required artwork for the Budget 2024
12 October 2023	Submission of final presentation slides and chapter breaks

19 October 2023	Submission of the final drafts of the Information Booklet and social media material
	Updating and finalization of Social Media, TV and web graphics
24 - 31 October 2023	Launching of the budget booklet when Budget is presented to the parliament

Payments shall be made in 2 instalments as per the completion of all works

Payment	%	Deliverables
Payment 1	40%	Completion of deliverables till 14 September 2023
Payment 2	60%	Completion of the remaining work and output

5. Reporting and Coordination:

The team responsible for creating the Government Budget Infographics will report to the Chief Financial Budget Executive, Fiscal Affairs Department (FAD) of Ministry of Finance, who will oversee the overall progress and ensure adherence to timelines. Regular progress updates and coordination meetings as well as ad hoc meeting on a need basis will be conducted to address any issues, discuss feedback, and make necessary revisions. Staff of FAD will provide guidance and assistance at all times during the project.

6. Expected Output and Deliverables:

The following deliverables are expected to be produced as part of the Government Budget Infographic Booklet project:

a. Infographic Designs:

Visually appealing graphs and engaging infographic designs that effectively communicate budget data and key messages based on the requirements specified by the Ministry. The designs should be suitable for print and digital formats.

b. Budget Book Layout:

A professionally designed Budget Book layout that includes the spine and cover page, chapter breaks, chapter markers and other layout related details that fits in with the theme of the Budget. An InDesign file must be provided with the mentioned elements in place, in addition to the Master Pages for each chapter, the typography (fonts) and color palette as specified in Annex 2. A logo for the Budget 2024 must be incorporated in the cover page.

c. Infographic Booklet:

Translation of the content and data visualizations prepared by the Ministry to a booklet layout incorporating stylistic and visually appealing artwork. The Ministry will be providing all the required information, while the selected party will be responsible for presenting the material in an easily comprehensible manner.

d. Social Media Content:

Preparation of 8 reels for Tiktok and Instagram Stories (10-15 seconds; using the budget artwork, could be stop motion, animation or transitions) and 8 carousel posts for Twitter, Facebook and, Instagram (8 posts may include more than one image). The messaging and data for this component will be provided by the Ministry.

e. Presentation Slides:

Create a PowerPoint Presentation Master Slide theme that incorporate graphical and tabular formats, icons, fonts, and a theme consistent with the general Budget 2024. The theme should be available in both Dhivehi and English formats.

f. TV Graphics

TV graphics required for public media for the live broadcast of the Budget Speech by the Minister which incorporates the artwork and theme of the Budget 2024. A minimum of 3 formats required for this component (full frame, half frame [left and right]).

g. Website Graphics

Format the artwork prepared for the Budget Book to specifications required to update the Budget website to the Budget 2024 theme. Specifications and requirements will be provided by the Ministry.

7. Confidentiality:

All team members involved in the creation of the Government Budget Infographic Booklet must adhere to strict confidentiality guidelines. Any confidential or sensitive information obtained during the project must be handled with utmost care and should not be disclosed to any unauthorized individuals or entities during or after the project has ended.

8. Bidding Process

The bidding process of the project will be a two-envelope bidding process. The bidder has to submit 2 (Two) envelopes;

Envelope 1: Proposal for Budget 2024 Infographics Development; Bidders shall submit a concept note along with a sketch of a concept for the Budget Book cover page (incorporating the colour scheme).

Envelope 2: Price Proposal (including GST, if registered) in a sealed envelope.

9. Evaluation Criteria

Stage 1

Criteria		Marks Awarded	
Experience		10%	
Budget Book Cover Sketch		20%	
Technical Capacity		70%	Qualifications 20%
			Data visualization capacity 40%

Graphic design

40%

Note: All parties who obtain an aggregate score of 75% or above would be deemed successful in Stage 1 and their price proposal shall be accepted for Stage 2.

Stage 2

The party with the lowest price shall be awarded the project upon passing the Stage 1.

10. Required Documents

The firm or the team shall submit a proposal for the project. The proposal shall include the following documents:

1. Company profile and/or CVs of the team members (include team members that will directly be involved in the project only if submitting a proposal on behalf of a firm; can include team members specializing in illustration, motion graphics, etc.)
2. GST registration copy (if registered)
3. SME registration copy
4. Related projects or works undertaken in the past 3 years or the portfolio.
5. Portfolio of 1 (one) project that included a data visualization component.
6. Reference letters from past clients
7. Budget Book Cover Sketch

In you need any clarification with regard to this TOR, kindly mail the inquiries to procurement@finance.gov.mv before 3rd August 2023. All mails will be responded before 16:00 on 6th August 2023.

11. Amendments:

Any amendments or modifications to this Terms of Reference must be agreed upon by the relevant stakeholders and documented in writing.

Please note that this Terms of Reference serves as a guiding document for the creation of the Government Budget 2024 Infographic Booklet.

12. Annex 1 – Resources

Relevant information regarding the National Budget can be accessed as listed below:

Past Budget Books and information regarding the National Budget and its processes:

<https://www.finance.gov.mv/public-finance/national-budget>

Past Budget Books (English): <https://www.finance.gov.mv/budget-in-statistics>

Budget Speeches: <https://www.finance.gov.mv/speeches>

Budget Website*: <https://www.budget.gov.mv/>

Note: Budget Website is currently being revamped and specifications of the website graphics will be provided once the project commences.

13. Annex 2 – Budget Theme and Color Scheme

Budget 2024 Theme: New Horizons

Budget 2024 Color Scheme (RGB)

255,250,178	255,288,213
255,201,23	255,219,105
254,168,47	255,207,137
253,121,85	252,181,128
255,103,1	255,159,93
215,87,124	228,144,168
157,60,114	197,105,155
200,92,142	233,161,189
255,139,139	255,185,185
299,152,155	244,208,210
195,111,137	219,169,186
109,104,117	179,176,184