

Terms of Reference (TOR) for Design Services for AHEAD Project Communications Package 2026

Who is the Danish Refugee Council?

Founded in 1956, the Danish Refugee Council (DRC) is a leading international NGO and one of the few with a specific expertise in forced displacement. Active in 34 countries with 6,000 employees DRC protects, advocates, and builds sustainable futures for refugees and other displacement affected people and communities. DRC works during displacement at all stages: In the acute crisis, in displacement, when settling and integrating in a new place, or upon return. DRC provides protection and life-saving humanitarian assistance; supports displaced persons in becoming self-reliant and included into hosting societies; and works with civil society and responsible authorities to promote protection of rights and peaceful coexistence

The work will directly support the **AHEAD project – Anticipatory Humanitarian Action for Displacement** – a multi-year initiative that aims to strengthen DRC’s ability to *predict, prepare for, and respond to* conflict-induced displacement before crises fully unfold. The delivery of products within the scope of work defined below will be managed by the Global Advocacy Unit within the Danish Refugee Council.

1. SCOPE

This ToR describes the requirements for a design and communications package supporting DRC’s work on Anticipatory Action, including the AHEAD programme. The selected supplier will provide creative direction, graphic design, publication layout, infographics, animation, motion graphics and social media assets over a six-month period, from **16th November 2026 to 30th May 2027**.

DRC will provide the substantive content, reviewed text, data and available photographs. The supplier will be responsible for translating these materials into clear, accurate and visually engaging products in line with DRC’s branding and visual identity.

Given the need for rapid turnaround, close coordination and potential in-person meetings or production work, the supplier **must be based in Copenhagen or be regularly available to work in person in Copenhagen.**

2. APPLICABLE DOCUMENTS

The following documents are applicable: AHEAD Project Overview; DRC Anticipatory Action End-of-Year Report; DRC Branding Guidelines; donor reporting requirements. In the event of conflict, this TOR prevails.

3. DEFINITIONS, ACRONYMS, AND ABBREVIATIONS

AHEAD – Anticipatory Humanitarian Early Action and Displacement Project

AA – Anticipatory Action

ICA – Integrated Context Assessment

DRC – Danish Refugee Council

LL – Lessons Learned

4. REQUIREMENTS

The supplier is expected to :

- ✓ Provide creative direction, graphic design, publication layout, infographics, animation and digital-content production, applying a consistent visual approach across all deliverables.
- ✓ Work in close coordination with DRC's Anticipatory Action, advocacy and communications colleagues.
- ✓ Proofread and quality-check all products before submission, including spelling, grammar, layout, figures, maps, geographic labels, subtitles and on-screen text. UK English should be used unless otherwise agreed.
- ✓ Deliver products in the agreed editable, print-ready, web-friendly and social-media formats.
- ✓ Provide two consolidated revision rounds for each product and correct any supplier-introduced editorial, design, mapping or production errors at no additional cost.
- ✓ Ensure all third-party materials are appropriately licensed for DRC's global use and provide all final and editable source files at the end of the assignment.

5. DELIVERABLE DATA ITEMS

Graphic Design & Layout – Reports, Publications and Infographics

1. Anticipatory Action End-of-Year Newsletter/Review of approximately 10–12 pages, including selected infographics and social media adaptations.
2. Report on DRC's 2026 Anticipatory Action Activations and Emerging Learning of approximately 15–20 pages, including infographics presenting key results and learning.
3. Report on Cross-Border Anticipatory Action and Other Emerging Findings of approximately 10–12 pages, including learning on localisation and the Anticipatory Action Pooled Fund.
4. Short Brief on Partnerships for Anticipatory Action of approximately 4–6 pages.
5. Set of 6–8 static infographics and 4 moving infographics based on the above publications, for use in reports, presentations, on DRC's website and on social media.
6. Social Media Package consisting of up to 12 posts or cards adapted from the publications, infographics and animations.

All publications and visual products must be professionally proofread and checked for language, layout, figures, maps and geographic labels before final delivery.

Multimedia Production

7. Animated Anticipatory Action Explainer Video of approximately 2–3 minutes explaining how an Anticipatory Action activation comes together, including forecasting and early warning, triggers, Anticipatory Action Plans, pre-arranged financing and implementation.
8. Two Short Animations of approximately 30–60 seconds each on:
 1. anticipatory financing and the Anticipatory Action Pooled Fund; and
 2. partnerships, localisation and community participation in Anticipatory Action.

The main video should be designed so that shorter clips can be extracted for social media and events. All animations must include English subtitles and be checked for language, data, maps and on-screen text before final delivery.

6. TIMELINE

Deliverables 1–6: 15th March 2027

Deliverables 7–8: 30th May 2027

7. SPECIAL CONDITIONS

The supplier must be located in Copenhagen due to the need for in-person interviews, filming, rapid iterations and close coordination. All source files become the property of DRC.

8. SUBMISSION PROCESS

Please refer to **INET_RFQ_PR_00416088** bid form.