



Civil Society for Poverty Reduction

CALL FOR EXPRESSION OF INTEREST TO DESIGN AND INSTALL POVERTY MURALS

Background

The Civil Society for Poverty Reduction (CSPR) is a civil society network of 72 members that has been building the voice for poor people in the fight against poverty. It was established in 2000, primarily, to ensure that civil society effectively and meaningfully participates in the design, formulation and implementation monitoring of the National Development Plans to ensure government provides a means by which Zambians can effectively strategize on reducing the escalating levels of poverty.

CSPR working with the Civil Society community in Zambia and with support from IM Swedish is currently monitoring and raising awareness on the 7th National Development Plan (7NDP).

Rationale

CSPR will therefore produce Art Murals depicting government targets on Poverty Reduction in the 7NDP. The murals will aim to inform citizens on how they can monitor the implementation of the 7NDP.

The image depicted in the murals is expected to stimulate community members to participate in a basic conversation on the 7NDP with either among themselves or with duty bearers. Civil Society Organisations working in these areas will also find it easier to make reference to visible images highlighting the 7NDP during any developmental work in the area. These murals will be installed in public areas such as Markets and Schools.

Scope of Work

Description

CSPR therefore invites Professional Visual Artists (specialized in street graffiti and other forms of signwriting) to submit expression of Interest to undertake the work of putting up Poverty Reduction Murals in Nchelenge and Mumfumbwe Districts.

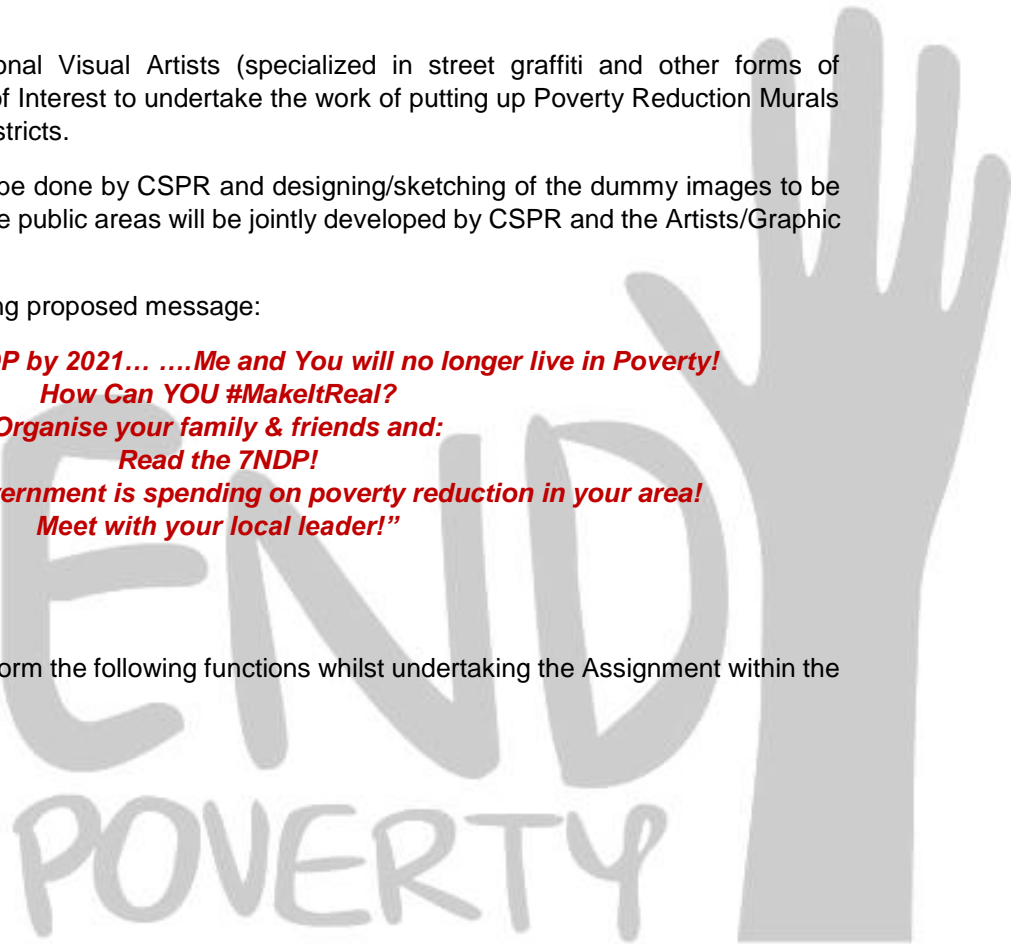
Development of the message will be done by CSPR and designing/sketching of the dummy images to be depicted on the actual murals in the public areas will be jointly developed by CSPR and the Artists/Graphic designers.

The murals will contain the following proposed message:

***“According to the 7NDP by 2021...Me and You will no longer live in Poverty!
How Can YOU #MakeltReal?
Organise your family & friends and:
Read the 7NDP!
Know how much government is spending on poverty reduction in your area!
Meet with your local leader!”***

Terms of Reference

The Artists will be expected to perform the following functions whilst undertaking the Assignment within the stipulated timeframe:





- i. Develop dummy sketches of the projected mural
- ii. Insert the developed message in the murals in the languages of Kaonde, Bemba and Nyanja.
- iii. Paint/Install the final coloured murals on the walls to be identified by CSPR in Mumfumbwe and Nchelenge.

Key Deliverables

Dummy Sketch and Final Mural

Eligibility

Eligible Artist(s) should have a recommendable record of having performed similar work or any commissioned artwork with traceable clients.

The Expression of Interest should contain a 1 paged cover letter and either a complete or incomplete sketch/painting on how the artists will capture the proposed message in a mural. The sketches can be in both black and white or colour; the actual murals will be painted on walls. The Artists must also be able to interpret the proposed sketch when shortlisted for interviews.

Attached to the image/sketch should be the proposed Budget covering the following costs:

- Materials
- Transport from Lusaka to both Mumfumbwe and Nchelenge Districts
- Accommodation and;
- Labour

Images can be submitted both physically and electronically and any image suspected to be plagiarized produced from art theft, will be immediately rejected.

Submission

All electronic applications must be emailed to cspr@csprzambia.org; copied to: edward.musosa@csprzambia.org and should be captioned with the Subject: "7NDP POVERTY MURALS" Physical submissions for the Consultancy must be marked with "7NDP POVERTY MURALS". The Physical Applications should be addressed to:
Executive Director
Civil Society for Poverty Reduction
P.O Box 51459
Olympia Extension, Lusaka
Zambia.

APPLICATIONS MUST REACH CSPR NO LATER THAN MONDAY, 16th July, 2018 AT 13:00HRS CAT. SHORTLISTED CLIENTS WILL BE CONTACTED BY CLOSE OF BUSINESS ON 17TH JULY, 2018.