



INTERGOVERNMENTAL STANDING COMMITTEE ON SHIPPING (ISCOS)

TERMS OF REFERENCE FOR THE GRAPHIC DESIGNING, EDITING, SPACE SELLING AND PRINTING OF ISCOS MAGAZINE.

1. BACKGROUND.

ISCOS is a regional Organisation formed by the Governments of Kenya, Tanzania, Uganda, and Zambia to protect and promote their Shipping and Maritime interests in the region. In 2006, ISCOS transformed through a Protocol amending the original 1981 agreement, adopting a much wider mandate and reviewing its objectives and functions. ISCOS' main objective is Serve the region and the International Community as a one Stop Center of excellence for Regional Maritime Matters and Total Logistics. The Organisation seeks to facilitate trade in Shipping by:

- i) Promoting the development of maritime, inland water ways and other inter modal transport systems and practices; public and private sector investments; efficient Logistics and competitive shipping services.
- ii) Undertaking industry research, and strengthening and promoting the establishment of Shippers Councils through capacity building.
- iii) Advocating for maritime safety, security, and environmental protection.
- iv) Advocating for policy harmonization and implementation of International and regional maritime agreements and conventions by members

2. STAKEHOLDERS

ISCOS operates with a range of stakeholders who include Member States of Kenya, Tanzania, Uganda, and Zambia, as represented by the line ministries of Transport and Trade, Shippers Councils in the region, Port Authorities in the Region, Port Management Associations, Regional Organisations including Trade development corridor institutions, Freight Forwarders, national and Regional, National Maritime Administrations/ Authorities, National Revenue Authorities, Transport Associations, Insurance regulatory Authorities, development patterns and the Public in general.

3. CONSULTANCY SERVICES REQUIRED.

ISCOS is seeking the services of a Media Consultancy Company to help in the development and Printing of its Magazine. The Scope of the Consultancy shall include:

- i) Doing the Graphic designing of the Magazine and organising the draft manuscript for content and structure, including designing of the cover and back pages.
- ii) Editing articles provided by ISCOS including proofreading, clarifying meanings, eliminating jargon, smoothing language, creating or recasting tables and/or figures, editing for grammar, spelling, punctuation and other mechanics of style; checking for consistency of mechanics and internal consistency of facts, notifying ISCOS of any unusual/material inconsistencies etc
- iii) Using ISCOS instruments to approach Patrons for the purchase of Advertising space in the Magazine, especially the Commercial industry.
- iv) Creating new articles or write ups of the Magazine for ISCOS' approval, basing on the content and research supplied by ISCOS. May include some research and/or re- writing of original material.
- v) Receiving and advising on the suitability of images, photos and other representations.
- vi) Indexing and numbering of pages.
- vii) Co-coordinating typesetting and design in the mock-up and assembly stages and ensuring integration of design and content.
- viii) Advising on the suggested heading of the articles, including the name of the Magazine itself
- ix) Printing of the final Manuscript of the Magazine-1000 copies, Size A4, Art paper, inside sheets on 115gms, with Cover on 200 gms, Laminated
- x) Provide a Digital Copy of the Magazine.

4. EXPECTED CONTENT OF THE MAGAZINE

- i) The first edition of the Magazine will:
 - Introduce ISCOS generally (Formation, Membership and Mandate)
 - Provide well come remarks by the Secretary General.

- Highlight the achievements of ISCOS in the previous and recent past.
- Give a perspective on the present activities of ISCOS.

ii) The Magazine will also:

- Provide news on recent developments and happenings in the region and the industry at large.
- Highlight emerging issues that affect the industry
- Provide a “Did you know caption”
- Run a continuous series of Shippers Awareness information

iii) In addition, the Magazine will:

- Carry a regional perspective of the state of and developments in the Shipping and Logistics Industry in the region and beyond,
- Contain data and information that cut across Water and Surface Transport, Ports, Shipping and the Logistical Chain, Legislation and Policy affecting Trade and Logistics in general,
- Provide a perspective of Industry players both in the Public and Private Sector,
- Trace developments in the greater shipping world including technology, security, International conventions, etc
- Provide an interface between the Region’s shipping Interests and the greater shipping world
- Attempt to highlight the comparative performance of Trade/ and Transit Corridors, Ports, and Boarder Agencies in Eastern and Central Africa.

5. STANDARDS AND QUALITY

ISCOS Magazine is expected to have a spectacular layout and design, carry very informative articles, contain accurate and non obsolete data, and produced with accuracy to detail, which should make it one of the most desirable Shipping and Logistics Editions in the Eastern and Central Africa. The aim to have a Magazine which says what the reader wants to hear, and which adds value to business population across the region. The Magazine should be capable of attracting readership from across the region and beyond, enhance the profile of ISCOS and attract Advertisements from Patrons in Africa and across the globe.

6. EXPECTED OUTPUT

Initially, a well designed and edited manuscript and Printed Magazine. The Media Company will be required to produce a dummy Magazine in both hard and soft copy for ISCOS’ approval proceeding with the final Print.

7. CONSULTANCY FEES

- i. ISCOS will pay the consultancy a lump sum amount for each edition of the Magazine.
- ii. The Consultancy will in addition receive a percentage of the revenue realised by the firm from selling of space in the Magazine.

8. THE MAGAZINE

- i) Will initially be issued bi-annually, with the aim of making it quarterly after four bi-annual editions.
- ii) Will initially have a capacity of 40 pages, with the aim of raising the capacity to 40 in subsequent editions

9. QUALIFICATIONS OF THE CONSULTANT.

The consultant firm should have previous proven experience in developing of Magazines for reputable institutions, and should be able to demonstrate ability to market the Magazine, and to exhibit high standards of quality and professionalism. Ability to reach out to stakeholders beyond Kenya will be very essential.

10. ROLES AND TIME FRAMES.

- i) ISCOS will provide the Consultancy firm with:
 - Relevant literature, written, pictorial or otherwise.
 - Lists of stakeholders who can be approached for the purchase of advertising space
 - Draft letters of introduction of the Consultancy to the industry stakeholders and patrons
 - Any other
- ii) The Consultancy firm should be able to produce the dummy copy within 60 days from the date of receipt relevant literature/ information from ISCOS.
- iii) The Contact person on all matters of the Magazine shall be the Secretary General as represented by the Manager Finance and Administration.

11. CLOSING DATE AND MODE OF SUBMISSION

Proposals, only in sealed envelopes marked “Proposal and Tender for the Graphic Designing, Editing, Space Selling and Printing of ISCOS Magazine” should sent to:

**The Secretary General, ISCOS Secretariat,
P.O. BOX 89112-80100, Mombasa-Kenya**

To be received on or before the 30th September 2016