

## Terms of Reference

### Contractor for Goal oriented Animation Show

#### 1- BACKGROUND:

World Vision is contributing to the enhancement of healthy choices and habits of children by conducting goal oriented animation shows for Kinder Garten Children of 8 schools, in coordination with Sin El fil and Bourj Hamoud coordination committee and that for the aim of enabling children to have a fortunate start to healthy lifestyles.

#### 2- THE PURPOSE OF THE CONSULTANCY:

World Vision Lebanon is looking for a short term professional expert to deliver the following key messages mostly related to water consumption and benefits through an animated performance conducted by 3 animators.(including interactive games, songs, and/or puppet show) as part of an awareness session on healthy lifestyles.

Animation will be performed with audiences primarily aged 3 to 7 years old.

The show duration should be of 1h20 minutes, followed by an audience question-and-answer period with the characters of the show. The shows will run between the period of December 13 and December 22, 2016; and around 800 children of 8 schools will be reached

#### 3- REQUIRED TASKS:

##### Overall

The Contractor will develop an animation including special games, songs, and/or puppet show. The animation show should be in Arabic and simple language is to be used and it should send clear messages, notions and tips on topics of nutrition and physical activities. The show should be interactive to include audience participation as much as possible.

##### Specific Required Tasks

- Produce concept of animation in collaboration with World Vision team
- Accordingly, deliver animation, create characters and puppet show message
- Review concept and screen play with World Vision Technical experts.
- Repeat animation in the 8 schools of Sin el fil, Nabaa and Bourj Hamoud areas.

The animation designed by the second party must:

- Be 1h 20min minutes long, followed by an audience question-and-answer/ discussion period with each character of the drama for 5-10 minutes.
  - Utilize a Christmas related mobile set, decoration, clothing/costumes, Sound system, props, etc.
  - Include songs tailored to fit the topic.
  - Use of Arabic language.
  - Take into consideration the unavailability of professional stage, sound and/or lighting.
  - Communicate all steps of the show preparation with World Vision
- The contractor will incorporate the different suggestions made by WVL team.
- Be reviewed and approved by World Vision committee.
  - Successfully engage children aged 3 to 7 y/o with themes of health lifestyles, specifically topics of clean water and personal hygiene

- The animation should respect the Lebanese, Syrian, and Iraqi contexts taking into consideration different religions and different cultures. Content, clothes, names and performance must be inclusive of all groups.

#### **4- KEY MESSAGES TO BE DELIVERED:**

The following are the key messages which need to be delivered through the animation:

- Save Water to stay hydrated
  - ✓ Use clean water bottles
  - ✓ Choose clean water as a drink
  - ✓ If you have specific water bottle you are using, wash it with soap and water every day.
- Save water and keep your hands, face and teeth clean
  - ✓ Wet your hands with clean water
  - ✓ Apply soap and rub your hands together to lather up about 20-30 seconds
  - ✓ Clean in between the fingers, under the nails and up to the wrists.
  - ✓ Wash away the soap completely with clean water
  - ✓ Wash your face with water and soap regularly
  - ✓ Brush your teeth with toothpaste and water 3 times per day.
  - ✓ Do not use the toothbrush of others; everyone should have their own toothbrush
- Save water and stay healthy
  - ✓ Wash your hands after using the toilet
  - ✓ Wash your hands after touching the animals
  - ✓ Wash your hand repetitively if you are sick.

#### **5- CONSULTANT QUALIFICATIONS REQUIRED:**

The Consultant should have the following competencies and experiences:

- Experience in animation and puppeteering, having undertaken similar activities in the past.
- Familiar with civil society and NGO engagement.
- Preferably familiar with the Syrian refugee and host communities in Lebanon.
- Excellent Arabic language proficiency

#### **6- DURATION OF THE CONSULTANCY:**

The consultant will provide services for WVW as per agreed plan of work during the period from December 13 until December 22, 2016, or until the animation is performed across the specified areas in greater Beirut.

The schedule of the animation shows will be shared as soon as the service agreement occurs.

#### **7- Required Documents for Bid**

Potential second party must submit the following documents to be considered for the project:

- Legal registration/certificate for being an official organization
- Copy of ID in case of not being officially registered
- Play synopsis
- Proposed detailed budget