

Term of Reference

Lebanon Cash Consortium Animation Video

1- Project Summary: Production of a short animation video on LCC's work

Background Information

Lebanon, a nation of only 4.4 million people, hosts the largest per capita refugee population worldwide, with the biggest refugee concentration in recent history. Facing continued effects of their forced displacement, Syrian refugees are at the end of their ability to cope, with conditions rapidly deteriorating. The type of work available to many refugees is often casual, poorly paid, and exploitative, leaving the refugees unable to sustain their household needs and guarantee decent living standards. Shelter is also a major concern, as families are living in substandard housing such as tents and unfinished apartments.. The risk of eviction is a constant worry. Along with inadequate shelter, refugees endure the burden of disease, and the lack of sanitation and clean water, exposing them to health risks. While the international response is helping to address many concerns, large gaps exist in ensuring vulnerable refugees in Lebanon can meet their basic needs.

Who We Are

The Lebanon Cash Consortium (LCC) was established to improve the situation of vulnerable refugees and help coordinate cash assistance in Lebanon. It joins the efforts of six agencies: ACTED, CARE International, International Rescue Committee (IRC), Save the Children (SC), SOLIDARITES INTERNATIONAL (SI), and World Vision (WV) to provide multipurpose cash assistance to Syrian refugees in each of the agencies' respective areas across Lebanon.

The partners of the LCC each bring specific technical expertise and extensive experience to provide coordinated cash assistance to vulnerable refugees.

How Does LCC Assist

The LCC targets highly socio-economically vulnerable refugee households living in Lebanon by empowering them to make their own decisions in meeting their basic needs in a dignified and flexible way. Targeted households receive multipurpose cash assistance of \$175 on a monthly basis to meet essential food and non-food needs. Beneficiaries focus their spending overwhelmingly on basic necessities, particularly housing, food, and healthcare. From extensive monitoring, it is clear families are spending only on their most urgent needs. An increased sense of security and stability was also reported as a result of the LCC assistance. Households also stated that making their own choices about how to use their assistance improved their self-esteem.

2- Specific objective of the service

Responding to the need of the LCC protection and technical management team, LCC's communications team will produce a short animation video targeting beneficiaries of the Cash Programme. This video will be used as tutorial and explanatory guide on LCC procedures, ATMs and security measures for beneficiaries. The objective of this video is to disseminate security and protection messages using “illustrative storytelling” techniques.

What is the role of protection?

- Making sure that beneficiaries have safe environment to withdraw the money
- Making sure that beneficiaries know how to use safely the ATMs
- Beneficiaries need to know security measures: not to share their pin number, not to deliver their card to strangers, not to trust strangers in withdrawing money on their behalf, not to let anyone read the SMS for them (Beneficiaries receive SMS to go to ATM and cash the money)
- If they have any problem they need to call assistance from agencies

For this, the consultant shall:

- Develop a script based on extensive inputs and direction from LCC technical management and communications groups
- Create the storyboard
- Revise the Story board
- Design and produce a short (90-120 second) video animation that easily communicates the Lebanon Cash Consortium rationale (process, and benefits)
 - First version of video delivered
 - Edited version of video delivered
 - Final version of video delivered

Timeline: Three weeks

The Consultant will work closely with the LCC communications and technical management teams throughout the development process. The former will use the material and directions received by the LCC to proactively provide ideas on the script, storyboard, and illustrations. The latter will provide extensive inputs, guidance, review and approval during each stage of the development.

3-Target Group:

3.1 Beneficiaries of the Lebanon Cash Consortium

Who is benefiting from LCC:

The LCC is now targeting 15,099 socio-economically vulnerable Syrian refugee households

This target audience may:

- Not be capable to read or write (sound is very important)
- Not be capable to understand the Lebanese dialect (Message to be delivered in Syrian dialect)
- Be under a lot of stress during the distribution (Message needs to be clear, slow and memorable)

4- Required Skills and Experience:

Prospective consultants should demonstrate to have:

- Experience in developing creative video clips;
- Ability to produce high quality video animation on tight deadlines;
- Experience working with NGOs
- Excellent planning and organizational skills; and
- Ability to work in a culturally diverse environment.
- Willingness and flexibility to receive feedback

5 - Timelines 3 weeks

6 - Reference Documents:

Lebanon Cash Consortium Logo:

Refer to above comments and add links here

