Development of Short Animations for British Red Cross - Lebanon

Terms of Reference

May 2019­­

## Summary

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| * 1. **Purpose:** To develop MENA-specific Community Engagement and Accountability (CEA) resources in Arabic (with potential for translation) for use in Red Cross CEA capacity building.   2. **Commissioners:** Regional PMEAL and CEA Delegate, MENA region and CEA National Advisor, The British Red Cross (BRC)   3. **Outputs:** two – three short animation videos highlighting different aspects of CEA to be developed in consultation with Red Cross / Red Crescent staff   4. **Timeframe:** 31 May – 26 June 2019   5. **Location:** Lebanon   6. **Budget** £7,000 (US$8,750) |

## Background

The International Federation of the Red Cross has developed a suite of resources for promoting better community engagement and accountability with National Red Cross / Red Cross National societies. BRC has received funding to further develop CEA focussed resources to be used for training Red Cross / Red Crescent staff and volunteers in the Middle East and North Africa (MENA) region as well as for other humanitarian actors. The resources will contextualise several aspects of CEA to the MENA region and be suitable for dubbing into other languages. The resources need to be finalised by June 26, 2019.

BRC is seeking a consultant to develop these animations in consultation with Red Cross staff in Lebanon.

## Deliverables

The consultant will develop two - three short animation videos addressing key areas of CEA, developed in consultation with Red Cross staff. The videos will be part of the CEA branch-level training pack that has been developed by IFRC and will connect with specific activities and question to reinforce the key messages and ensure participant engagement. The story boards and animation designs will be developed with Red Cross staff and then the animator is expected to finalise the production.

## Timeline

This project has a strict timeframe. The project needs to be completed by June 26th. The below timeframe is suggested for the development of the videos:

**Friday 31 May 2019** – Advertisement for an animation consultant released in Lebanon

**Sunday 9 June 2019** – Advertisement for consultant closes

**Monday 10 June 2019** – Consultant is selected and contacted, contract agreement drafted

**Wednesday 12 June 2019** – First meeting with consultant and Red Cross staff

**Thursday 20 June 2019** – First draft is submitted for feedback and review by Red Cross working group.

**Wednesday 26 June** **2019** – final version is agreed and developed by consultant.

## Outputs

1. 2-3 short animated videos on key areas of CEA, related to the MENA context
2. Training facilitation resources (exercises and questions) to accompany each video

## Entity profile

To be eligible to apply to this, the applying entity must demonstrate sufficient capacity, resources and experience to cover the scope of work. Any proposer that fails to meet all the requirements will not be evaluated.

At a minimum, the entity should:

* Have demonstrated experience in developing high quality animations.
* Have experience working with NGOs, government departments or similar organisations
* A minimum of at least two references of clients to which they have provided similar services.
* Have an understanding of the importance of community engagement and accountability in humanitarian programming
* Team members who are fluent in Arabic and English. Knowledge of French would be desirable.
* Willingness to commit to the fundamental principles of the Red Cross Red Crescent Movement.
* Ability to meet the timeframe outlined in this ToR

## Application process

Applicants are required to submit a proposal to British Red Cross.

The proposal shall at least include the following:

* A one-page covering letter demonstrating the entity’s ability to meet the above requirements (no more than two pages).
* Minimum two example of previous animations created
* A description of the general methodology, phases and related deliverables to be adopted in providing the services (no more than one page).
* Two business references, giving names, organisation, addresses, telephone number and relationship plus the work conducted for each.
* Cost of service not exceeding £7,000 (the fee quotation should be structured to clearly identify the way costs have been allocated for the work to be conducted).

Applications should be sent to [mmahmoudi@redcross.org.uk](mailto:mmahmoudi@redcross.org.uk) by email no later than Sunday 09/06/2019 23:59 (Beirut Time), applications received after this point will not be considered.

The British Red Cross maintains a zero-tolerance approach to abuse, harassment and exploitation and reserves the right to subject successful applicants to relevant background checks.

Any questions should be directed to Jeremy Smith at [jasmith@redcross.org.uk](mailto:jasmith@redcross.org.uk) with [mmahmoudi@redcross.org.uk](mailto:mmahmoudi@redcross.org.uk) in CC for any communication.

## Additional Resources

Background information on IFRC’s approach to CEA can be found at:

<https://media.ifrc.org/ifrc/what-we-do/community-engagement/>