

## ORGANIZATIONAL OVERVIEW

Right to Play (RTP) is a global organization that uses the transformative power of play to educate, protect, and empower children facing adversity. We were founded in 2000 by Johann Olav Koss, social entrepreneur and a four-time Olympic gold medallist.

Right To Play Lebanon works on the following goals:

- Enhancing the quality of education for boys and girls (6-12 years) in Lebanon.
- Improving the quality of formal and non-formal education for Syrian refugee and host community children (12-17 years) to provide positive learning environments and increase retention in formal education.
- Providing youth with the necessary skills to better equip themselves to access the job market and mitigate risk factors impacting their lives.

### 1. Objectives

RTP is seeking for an expert consultant to develop education related content suitable for social media dissemination & video production. **(N.B. this consultancy only alludes to the education content development & not social media dissemination & video production).**

The aim of the developed content falls under the following objectives:

- Increase the awareness of parents on how to create a positive learning environment for their children through a play based approach at home
- Create tool assessment and content for (20 -25 videos/which should be produced by video production consultant) which could be delivered remotely to parents whatsapp, Instagram, facebook, Utube, google, etc...
- Deliver tips for parents on how to deal positively and participate with their children through play and games
- Monitor the progress of parents in fostering the positive learning environment

### 2. Responsibilities, tasks and deliverables

A. Profile of prospective consultant:

- Able to work and collaborate with UNRWA and Lebanese & Palestinian community stakeholders
- Able to lead extensive communication with parents to facilitate interpretation and implementation of awareness sessions and to evaluate the effectiveness of the created tool
- Consider a variety of learning needs and preferences
- Respects the diversity of parents
- Enables all parents to take part in learning and fulfil their potential, regardless of their abilities

- Able to design virtual activities to implement and collaborate with different community stakeholders and adopt the e-learning methodology when needed
- Able to provide qualitative and quantitative narrative reports on the implemented activities and specific period of the project

## B. Tasks and deliverables

Consultants selected will have to start with this required deliverable. This deliverable will be conducted in the Palestinian camps and/or with UNRWA.

### 1. Assessment

- Conduct an assessment with educational centers inside Palestinian camps and gatherings to identify the baseline level of interaction of parents with educational videos that enhance a positive learning environment
- The process of the the pre and post–assessment
  1. Should include focus groups, questionnaires or one on one meetings
  2. Analyse the data of the post-assessment to find out the first 2 problems that prevent parent from enhancing a positive learning environment and the readiness of parent to utilize educational videos
- Each prepared video should be followed by an assessment conducted with the parents and children **(N.B. The videos will be prepared by another consultant based on the content that is provided by the consultant in this term of reference).**
- After delivering all the videos a final pre - assessment should be delivered to parent for analysing the impact of the educational videos on mothers and children thinking and behaviors **(N.B. The responsibility of RTP to dessiminate the videos).**
- Follow up with parents and children to collect their feedback
- Set practical sessions with the parents on how to use the educational videos

### 2. Material's creation

Prepare the content of the educational videos for parents on how to create a positive learning environment through play based methodology consist of :

- a. Delivering tips for parents on the positive learning environment principles, the importance of education for children and the inclusive learning
- b. Creating appropriate story board in Arabic with introduction, content and conclusion taking into consideration the post assessment data and the play-based methodology
- c. Adapting the content of the educational videos to include children with different abilities
- d. Follow up with the video developers on :

- Choosing a background music that contributes to learning
  - Monitoring and approving the voice over recording which should be clear with distinct pronunciation in a contextualized language that is understood by children
  - Adding subtitles for the videos( English/ Arabic/French).
- e. Piloting the first 3 videos with a sample of parents and collect feedback
  - f. Each video developed should be approved by the consultant of the content, the video developers and Right To Play.
  - g. Same process should be followed for all videos regardless the time and quantity of videos created.

### C. **Process /timeline**

- The collaboration will take the form of a consultancy. The detailed process/timeline would be discussed with the selected candidate.

### D. **Restrictions**

- Any license may not be sold, re-sold or transferred to any third party or subsequent corporation without different parties' approval.

## 3. **Core Values**

### **In this position, you are expected to demonstrate RTP' core competencies:**

- Dignity and Respect: you think of the "best interests of the partners, beneficiaries" as a guide for decisions, actions and engaging with partner and beneficiaries in an honorable and respectful way.
- Accountability: you are liable for your actions and decisions to the people and partner you serve.
- Transparency: you are clear in dealing with partners, beneficiaries
- Equality: you treat all partners and beneficiaries equally with respect and fairness
- Confidentiality: you keep RTP or partner's subjects confidential like a violence and abuse in reported cases.
- Demonstrating integrity: you act in line with RTP vision and values.
- Communication: you listen and speak effectively. You should tailor your messages towards specific beneficiaries and partners.
- Striving for excellence: you focus on reaching results while ensuring an efficient process.
- Collaborating: you involve relevant partner and encourage feedback.
- Taking the lead: you take ownership and initiative while aiming for innovation.
- Empowering: you assist partners, strengthen and mobilize them to be self-reliant

## 4. **Qualifications of the consultant partner**

A consultant partner is needed who should have the following competencies and experience:

- Proven 5 years and more of experience and knowledge in any of these fields "literacy, inclusive learning, e-learning/digital learning field & assessment mechanism".
- Verified knowledge and experience in the resource development, curriculum design taking into consideration the technical and pedagogical aspects.
- Evidence of experience in conducting training/coaching sessions with parents who live in vulnerable communities on any of these fields "literacy, inclusion, leading digital classes & assessment mechanism".
- Proven 5 years and more of experience and knowledge in the child protection referral mechanism and gender equality.
- Evidence of experience in conducting training/coaching sessions with participants who work with vulnerable communities on child protection, gender equality & inclusion.
- Demonstrated understanding and support of principles of equity, participation and inclusion.

## 5. Proposal submission

Interested applicants are requested to submit the following documents:

- CV or proven portfolio.
- Background and info including the annexed table below
- Financial proposal, filled on the below annexed table including the MOF registration if applicable and should be signed and dated.
- Preferred payment method should be mentioned.

The proposal must be submitted no later than Monday, **April 9, 2021** to:

1-Mr. Kevork Dersarkissian, Logistics Coordinator, Right To Play Lebanon  
at: [kdersarkissian@righttoplay.com](mailto:kdersarkissian@righttoplay.com).

2-Mrs. Milia Jebran, Project Officer, Right To Play Lebanon  
at: [mjebran@righttoplay.com](mailto:mjebran@righttoplay.com).

**NB:**Incomplete proposals will not be considered.

The following should be clearly stated in the email heading: **“Social Media Educational Videos For Parents”**. Early submissions are encouraged and appreciated. While we thank all applicants for their interest, only those selected for interviews will be contacted.

Competitive budgets would be considered.

Right To Play is a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs.

To learn more about how we are and what we do, please visit our website at [www.righttoplay.com](http://www.righttoplay.com)

## Annex 1: Planned Activities

### Assessment and Educational Videos' Creation

Activity/ Task	Deliverable(s)	Timeframe	Price in USD \$ (Price including the VAT)	RTP comments
Pre - Assessment – With RTP, UNRWA and other stakeholders if needed	Data analysis for parents on the effectiveness of the educational videos is identified	2 weeks		Price should include refreshments needed and transportation
Resource Development	Educational videos for parents' awareness on creating a positive learning environment is designed (creating a story board – choosing music for the voice over- )	4 to 5 weeks		Price should include any support needed
Follow up with the video developers	Capacity sharing for using the educational videos for parents	10 to 13 weeks		Price should include any support needed
Follow up with parents	Capacity sharing for using the educational videos for parents	10 to 25 weeks		Price should include any support needed
Post - Assessment – With RTP, UNRWA and other stakeholders if needed	Data analysis for parents on the effectiveness of the educational videos resource is identified	2 weeks		Price should include refreshments needed and transportation
Final Report of the activity		1 week		

Date, signature and stamp is needed

## Annex 2: Background and info

Fill one of the below tables with your relevant information

If an individual (or group of individuals) is applying, please fill out the below details:

<b>Registration Number if any</b>	
<b>Consultant Available Starting Date</b>	
<b>Contact Person Name</b>	
<b>Contact Person Mobile Number and Email</b>	
<b>Define the nature of your work</b>	
<b>List of Products / Services</b>	
<b>Name of person involved</b>	<b>Expertise and attach the resume of each</b>

If an organization is applying, please fill out the below details:

<b>Name of Organization</b>				
<b>Organization's Registration Number</b>				
<b>Organization's Available Starting Date</b>				
<b>Address/Location (Mouhafaza, Caza, Street)</b>				
<b>Contact Person Name</b>				
<b>Contact Person Mobile Number and Email</b>				
<b>Director Name(s)</b>				
<b>Organization Type (SAL, SARL, COOP...)</b>				
<b>Date registered and Legal status: (Attach to the technical file the certificate of registration or its equivalent; if the structure is informal, indicate that here.)</b>				
<b>Industry/Sector</b>				
<b>Define the nature of your work</b>				
<b>List of Products / Services</b>				
<b>Number of employees in the organization</b>		<b>Male</b>	<b>Female</b>	<b>Total</b>
	<b>Full-Time</b>			
	<b>Part-Time</b>			
	<b>Seasonal</b>			
	<b>Total</b>			
<b>Name of person involved</b>	<b>Expertise and attach the resume of each</b>			

