**Terms of Reference TOR**

**Digital Content Developer – Awareness Material on PSEAH and Menstrual Hygiene**

**Type of Contract:** Consultancy agreement with an individual consultant or company

**Location:** Zahle, Bekaa.

**Background Information:**

Solidarités International (SI) is an International NGO working with vulnerable populations, mainly victims of armed conflicts and natural disasters. Specialized for nearly 40 years in the coverage of vital needs, SI takes charge of emergency and reconstruction programs. Solidarités International's teams, made up of around 270 expatriates and nearly 2200 local employees, are today present in 18 countries in Asia, Middle East, Africa and Caribbean where they are particularly committed to fighting diseases related to unsafe water but also in the essential area of food security and livelihoods.

In Lebanon, since 2013, SI has been intervening as WASH actor in North and in Akkar and Bekaa since 2016 to support the response to the Syrian crisis affecting the country.

SI, operating in the Bekaa region, is set to distribute menstrual hygiene kits and conduct awareness campaigns on menstrual hygiene. Moreover, SI has renewed its commitment to Protection from Sexual Exploitation, Abuse and Harassment (PSEAH) and has been actively raising awareness on these topics with all beneficiaries and stakeholders.

In line with this initiative, SI is seeking a skilled Digital Content Developer to create engaging and informative digital materials for distribution via WhatsApp.

**Objective:**

The primary objective of this consultancy is to develop digital content that raises awareness and educates our target audience on two key topics: Menstrual Hygiene, and Protection from Sexual Exploitation, Abuse, and Harassment. The content should be accessible and appropriate for children and people with disabilities.

**Scope of Work:**

The Digital Content Developer will be responsible for the following deliverables:

* One (1) educational video on Menstrual Hygiene Awareness, highlighting best practices and management of menstrual hygiene. The video aims to reach the targeted population and all WASH partners and will be disseminated on *Menstrual Hygiene Day, on May 28, 2024.*
* Two (2) videos focusing on Protection from Sexual Exploitation, Abuse, and Harassment.
* Two (2) flyers related to the above topics.
* Two (2) audio recordings with content relevant to the above topics.

All materials should be:

* Designed to be easily shared and viewed on WhatsApp.
* Culturally sensitive and appropriate for the target audience.
* Accessible to persons with disabilities (including closed captions for videos, audio descriptions, etc.).
* Suitable for children in terms of content and presentation.

**Essential Considerations**:

The selected service provider must ensure that all elements used in the video production, including but not limited to images, music, graphics, and any other creative content, are free from copyright restrictions or that appropriate permissions/licenses have been obtained for their use. Solidarités International should not be liable for any legal issues arising from the unauthorized use of copyrighted material, and the service provider is responsible for securing all necessary permissions and ensuring compliance with intellectual property laws. The final deliverables must be original or properly licensed, and the service provider should provide documentation for all permissions/licenses obtained. Any third-party content used in the video must be avoided or credited appropriately.

Also, some technical considerations for the produced content:

* **Video Format:** Ensure videos are filmed vertically.
* **Flyer Design:** Flyers are created for digital use and are in RGB format, not intended for printing.
* **Video File Size:** Keep video files under 16MB.
* **Video Duration:** Limit videos to a range from 1 to 3 minutes maximum.

**Consultant Responsibilities:**

* Collaborate with SI team members to understand the project requirements and audience needs.
* Develop a creative concept and storyboard for each piece of content.
* Produce high-quality digital materials in line with SI’s branding and communication guidelines.
* Ensure all content is reviewed and approved by SI before publication.
* Provide revisions based on feedback from the SI team.

**Deliverables:**

* A detailed script for videos and audio, and content for flyers, to be approved by SI beforehand.
* Footage, graphics, images, and music that will be used for approval.
* Draft version of the content for feedback and revision.
* Final edited version of content in multiple formats suitable for various platform.

**Qualifications:**

* Proven experience in digital content creation, especially for humanitarian or educational purposes.
* Strong understanding of the issues surrounding menstrual hygiene and protection from sexual exploitation, abuse, and harassment.
* Ability to create content that is accessible to children and persons with disabilities.
* Experience in video filming and editing.
* Expertise in scriptwriting with the ability to write an effective script to communicate key messages.
* Demonstrated creativity in visual storytelling and the ability to innovate in presenting information.
* Strong knowledge in incorporating graphics and animations or any other visual elements into the video.
* Understanding and sensitivity to cultural nuances to ensure that the video is inclusive and respectful to diverse communities within the humanitarian sector.

**Submission**

Interested individuals/corporate entities must submit the proposal before 03:00 pm on April 19 to the following email address:

[procurement.zahle@solidarites-liban.org](mailto:procurement.zahle@solidarites-liban.org)

The Technical Proposal should include, but is not limited to, the following:

* Legal documents such as registration, MOF & VAT registration, or any other convenient documents (if available).
* Cover letter and a short profile of the company, including references for staff, clients, and relevant past work.
* CV and Portfolio showcasing digital content development and video editing work.
* Production capabilities (equipment).
* Example of a previously produced video with similar content.
* Brief description of how they plan to implement the consultancy and produce the required deliverables.
* A proposed timeframe detailing activities and a schedule/work plan.
* Any other resources that the consultant will make available to execute the assignment.

The Financial Proposal shall specify an all-inclusive fee per video and photo product, cost of logistics, and a grand total for all activities stated in this TOR. The following information must be included:

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1. Name of the individuals/corporate entities
2. Address
3. Phone number.
4. Contact Person
5. Price in USD
6. Payment Terms.
7. Validity of offer.

**Timeline:**

The project is expected to commence on the third week of April 2024 and be completed by the third week of May 2024. Specific deadlines for each deliverable will be discussed and agreed upon at the start of the consultancy.

**Evaluation Criteria:**

Proposals will be evaluated based on the following:

|  |  |  |
| --- | --- | --- |
| **Technical**  **criteria #** | **Technical criteria** | **Evaluation scoring system** |
| **1** | **Technical Proposal** | **60%** |
| 1.1 | Demonstrable understanding of the requested deliverables, covering all components of the TOR | 15% |
| 1.2 | Style, language, sophistication, and presentation of the Technical Proposal | 10% |
| 1.3 | Demonstrable experience (at least 3 years) in the field of filming, editing, and producing animated content | 20% |
| 1.4 | CV and Portfolio showcasing digital content development and video editing work. | 15% |
| **2** | **Financial Proposal** | **40%** |
| 2.1 | Price | 40% |
| MAX Score | 100% | |

**Payment:**

Payment will be made by SI through bank transfer or cheque only, upon presentation and validation of the delivery by the program project manager.

Solidarités International will not cover the costs, including transportation, per diems and communications costs, separately, as these should be factored into the supplier's overall offer.

Companies interested in applying for this call for quotation must submit a comprehensive proposal containing both financial and technical aspects. It is essential for companies to indicate whether they are registered for VAT. If the supplier is VAT registered, the final price should clearly indicate VAT. If not, it is important to note that a 7.5% deduction will be applied to the total invoice amount as Non-Residential Tax.

**Other Considerations:**

* Follow the rules and regulations of SI, including the SI code of conduct for Vendors and meet the program’s objectives and abide by the set work plan.
* Conduct themselves professionally and personally to bring credit to SI and not jeopardize its humanitarian mission.
* Only those applications found acceptable and evaluated positively will be shortlisted, any missing info or documents requested in the call for the quotation will be automatically disqualified.