

Terms of References - ToR

Provision of Audio-Visual Services for SGBV/PSEA IEC materials and Video adaptation – COVID19

BACKGROUND INFORMATION

Sexual and gender-based violence (SGBV) prevention and response is a serious issue prioritized by the WHO.

SGBV in MENA is often considered a taboo even though many of its forms are widespread in time of conflict and peace. The most common form of SGBV is domestic violence, including physical, sexual, psychological and economic violence taking place in the home. Other forms of gender-based violence present in the region encompass early and forced marriage with subsequent early/forced pregnancies, sexual violence, including sexual exploitation and abuse, sexual slavery and trafficking.

Covid-19 has exacerbated the incidence and rate of SGBV in MENA. Lockdowns and stay at home regulations, economic stress, loss of income and weak institutional responses have increased the risk of domestic violence and reduced the ability of survivors to ask for help and seek assistance. Women and children are often the most vulnerable to violence and abuse in the home, and countries in MENA are already seeing a sharp rise in domestic violence reports. In addition, financial stress caused to Covid-19 exacerbates the risk of families and individuals resorting to negative coping mechanisms such as early marriage and survival sex.

Sexual exploitation and abuse and trafficking are expected to rise as a consequence of the pandemic.

With high prevalence in MENA region and deeply rooted in gender inequality, SGBV among adolescents has major health and social consequences and adverse mental health outcomes.

GENERAL OBJECTIVES

To raise awareness among Red Cross Red Crescent Movement (RCRCM) staff and volunteers and beneficiaries on the existence, prevalence, and tolerance of SGBV in MENA countries, sensitizing people on various SGBV forms prevalent in the region and their consequences, and changing social norms of tolerating violence among the community especially during this covid-19 pandemic. Sensitization will be spread through the development/adaptation of high-quality and compelling photo, video materials—as well as social media activities (i.e. photos, footage, b-roll, edited clips, etc.) that can be used by the staff, volunteers, media and online by Movement partners.

SCOPE OF WORK

The British Red Cross **BRC/MENA** located in Beirut is sourcing for reputable and qualified Service Provider with a track record of success in producing digital communication solutions.

BRC is looking for Professional Service Provider who can work on the pre-existing Video and IEC material (drawings, posters, flipcharts, booklets) produced for the Africa context and adapt its content mainly - the characters of the drawings and language - keeping the same level of

high-quality video, storylines and drawings and determine the best ways to get the coverage, impact, involvement, and interactivity of released video products.

Under the overall supervision of PGI team the selected Service Provider will be expected to adapt and contextualize the existing short video clip (7 Min) (In Arabic) with pictorials and animated characters relevant to MENA context and subtitles, to highlight the main idea of the campaign – SGBV/PSEA prevention, response and actions especially during this Covid-19 pandemic. Moreover, the Service Provider will adapt the drawings of the posters, flipcharts, stickers etc. to the MENA context ensuring that they are appropriate and culturally sensitive, and the layout/design of such products as detailed below.

Target Audience:

- Girls and boys – 10 - 18yrs
- Youth – 18 - 35yrs
- Women and men aged 35 – 55yrs
- Community leaders

NEEDED EXPERIENCE

The Interested Service Providers **MUST** be:

- Demonstrated competency with developing and producing video animations and infographics for video infomercials.
- Have previous experience working with the humanitarian sector on the production of animation videos and online/offline content.
- Have editing and writing skills.
- Time flexible and available upon request.

SUBMISSION

Offers/Proposals to be submitted shall consist of 2 (two) parts, Financial and Technical, each should be submitted separate:

Part I: Technical offer - shall contain:

- A detailed “**Method Statement**” including all the procedures, must describe every task and its correlation with any other relevant job (a brief, no more than three pages).
- Portfolio of previous similar works conducted, with links to videos.
- A detailed schedule “**Timetable**” in relation to the method statement indicating the time necessary to implement each task.

Part II: Financial offer - shall contain:

- A detailed “**Cost Breakdown**”.
- A proposed “**Schedule of Payment**”.

TIMEFRAME

All works and the FINAL product to be submitted before the 20th of March 2021.

IMPORTANT NOTES

- Arabic accent, the official one (Fosha)

- All materials will be in 3 languages.
- The video should be recorded in English, Arabic “Fosha”, and French, each video with their own subtitles.
- All the texts will be submitted translated to Arabic for the consultant.
- IEC materials contain 15 drawings, and the rest are typed and designed, I will attach a sample.
- If the applicant can include the sign language too in the proposal and how much would it cost this will be perfect.
- The whole video (including subtitles, animation, and voiceovers) will be adapted to our region as it was mainly done for Africa. So, the drawings should reflect the region, some facts will be changed accordingly, and the subtitles with the voice over will be changed as well.

DELIVERABLES:

No.	Category of work	Specific work details	Submission time
1	Adaptation of the Video Scenario based on the idea provided by the requestor (Video adaptation)	Adapt the short video around 7 Minutes on IFRC and NS role in SGBV prevention and response. The video should be accessible to persons with disabilities (Subtitles). In Arabic, English and French. Per TORs, the consultant will handle: <ul style="list-style-type: none"> • Characters adaptation • Voice over (different Arabic accent) https://www.youtube.com/watch?v=hodZkBSuDoE	20 th of March
2	Edit the Design of IEC messages on Protection against Sexual Exploitation and Abuse (PSEA) and Sexual and Gender based violence (SGBV) prevention and response	Adapt the pre-existing different SGBV messages that are accessible, visible and readable to different target groups in the MENA community to raise awareness on PSEA and SGBV prevention and response. The Service Provider will handle the adaptation of the existing: Based upon the existing scenarios, develop, conceptualize and design a set of 15 Graphics/drawings in all materials (15 culturally appropriate images/drawings) to be used in: <ul style="list-style-type: none"> • The 15 Posters (for both digital and print use) • IEC material • 2 A2-size posters into Arabic language (with drawings) • Message design • 11 existing stickers without drawings • 11 existing stickers without drawings into arabic • Adapt / modify a fact sheet into Arabic language • Adapt / modify a pocket card into Arabic language • Adapt / modify a job aid of maximum 20 pages into Arabic language 	20 th of March

<https://daleel-madani.org/civil-society-directory/british-red-cross/calls/audio-visual-service-video-and-material-adaptation>