

Consultancy Service – Production of Videos for Behaviour Change Communications

Type of Contract:	Local Consultancy
Duration:	2 months

Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, and to prevent and alleviate human suffering. It is the 187th member of the world's largest humanitarian movement — the International Red Cross and Red Crescent Movement — which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation's leading humanitarian organization, with branches and units spanned all over Maldives. To date it has established 10 Branches and 20 Units spanning all over Maldives. It recruits members and volunteers, implements programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – *Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality* – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions.

The MRC has been actively responding to the COVID19 pandemic at national and local levels, catering to the various humanitarian needs of people. One of the most crucial initiatives of the response is the timely dissemination of verified and reliable information that the public can refer to, to help prevent the spread of the disease. As such, the MRC worked with relevant stakeholders to gather, compile, and communicate the relevant information through efforts in Risk Communications and Community Engagement (RCCE). Through this work, material is also translated and made accessible to the many migrants who live in Maldives. Beyond digital engagement, RCCE also ensures a wider access to lifesaving information to people, making Information, Education, and Communication (IEC) materials user-friendly across a diverse audience and reliable.

In order to reach as many people as possible, across many channels and mediums, the National Society communicates critical information in a variety of ways, ranging from digital media, media appearances, publishing written articles and op-ed pieces, and social mobilization (among others). To facilitate this work, communications materials must be geared towards the target audiences, be inclusive, optimized for the platforms in use, and must be user-friendly.

Behaviour Change Communication (BCC) intends to change the behavior of groups or individuals towards a specific problem, appealing and encouraging people to promote better practices. The prevention of the spread of COVID19 calls for communities to adopt positive health behavior and actions to control and reduce the spread of the disease.

Objective

The overall objective of the consultancy is to provide support to the communications and advocacy work that is ongoing as part of the COVID19 response work by the National Society. This work also aims to gather and mainstream all current efforts in the area of RCCE and BCC.

The consultant or firm will take on the responsibility for producing and developing videos that are based and grounded on BCC, towards preventing the spread of COVID19 and keeping communities safe. The consultant or firm is expected to identify the best models of communication that can guide the development of the videos, ranging from which platforms will be best suited and how the storyboards must be created according to target audiences. The videos must be geared towards promoting protection, reducing harmful and risky behavior, and appealing to the public to adopt positive behavior, for the benefit of all.

The consultant or firm is expected to work on videos around the themes and topics of prevention of the spread of COVID19, promoting hygiene, preventing stigma, and promoting inclusion – while focusing on encouraging behavior change among people, to protect themselves and the community. The videos will be in English and/or Dhivehi, with added subtitles and voiceovers, so that it is made more accessible. Wherever possible, information must be included in Bangla, Sinhala, Tamil, Hindi, Telugu, Malayalam, and Nepali. Support towards translations will be provided by the MRC.

Key tasks and deliverables

The Consultant will provide the following technical services, which shall include:

<u>Tasks</u>	<u>Deliverables</u>
<p>Development of a plan for video production</p> <p>The consultant/firm is expected to develop a plan for the work at hand, guided by BCC knowledge, based on the content given by the National Society. The plan must include a timeline, concepts and storyboards, and details of technical work such as translations, adding subtitles, voiceovers, location scouting, etc. The content will be based on themes and topics around COVID19, focusing on prevention of the spread of COVID19, promoting hygiene, preventing stigma, and promoting inclusion.</p>	<p>Plan for video production for 10 videos, of 1-2 minutes each (animated or live action). Details of language/subtitles can be discussed and agreed upon.</p>
<p>Production and post-production work of videos</p>	<p>Final versions of the 10 videos, with edits and comments incorporated.</p>

Reporting Line

The consultant will report to the Communications and Advocacy Officer, and will work closely with other relevant technical staff.

Academic Qualification

University Degree or equivalent in Marketing, Graphics Designing, Mass Communications or related field (if an individual).

Experience

- At least 3 years of experience working in similar projects
- Experience developing compelling content to generate response from audiences online
- Previous work with MRC or NGO experience in a similar role is highly desirable
- Fluency in English and Dhivehi

Evaluation of quotations

Quotations will be evaluated based on value for money and the most technically compliant offer.

Fees and payments

Prices quoted for the work will be a lump sum to be paid upon completion of consultancy.

Code of Conduct

During the term of consultancy, MRC Code of Conduct has to be signed and thoroughly followed by the consultant.

Application

1. Cover Letter
2. Application must include a CV (if an individual)/ profile (if a company)
3. Financial quotation: must be inclusive of all taxes and costs that are required for the production.
4. Project Completion timeline with details
5. At-least three Samples of past work / portfolios
6. Recommendation letters

Applications, with all required documents and all inquiries regarding this must be emailed with Consultancy title in subject to: info@redcrescent.org.mv.

Deadline: The deadline for application is 02:00 PM on 17th November 2020. Only short-listed candidates will be contacted for interviews.