

Terms of Reference

Production of Information, Education, and Communication (IEC) Materials for MRC

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, 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 the 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.

Maldivian Red Crescent plans to develop IEC materials including infographics, video spots, and flyers to support the work of MRC's Psychosocial Support (PSS) Centre (see appendix for details).

To this end, we are looking for an individual consultant or a consultancy firm to be tasked with the following:

Objective

1. Design and develop IEC materials for public outreach purposes related to the PSS Centre.

Deliverables

In order to develop the materials, the consultant is expected to take up the following tasks:

- a) In consultation with MRC PSS Centre, identify design elements, and storyboards for 5 video spots of 1 minute each (maximum).
 - i) Facilitate all necessary locations, props, and actors that will be needed for the videos.
 - ii) Develop the 5 video spots.
 - iii) Video spots should be developed in English, Dhivehi and Bangla.
 - iv) Allow for editing after comments and making the necessary changes after comments are considered.
- b) Based on consultations with MRC PSS Centre identify design elements and messages for 6 infographic designs and 6 brochure and 4 poster designs.
- c) Brochures and texts on other materials should be developed in English, Dhivehi, and Bangla. Volunteers may be available to assist with the translation of material.
- d) All raw files to be made accessible to MRC, optimised for social media.

Copyright of concept and all original art work/design shall become the property of MRC upon delivery of the product to be used as seen fit by MRC

Duration

30 days over a period of 2 months from date of signing the contract.

Reporting line

The consultant will report deliverables to the Programme Officer, Health and Inclusion in close regular coordination with the PSS Center Program Officer.

Minimum Qualification

- At least a diploma in Graphics Designing, Mass Communications or related area
- At least 3 years of experience working in similar projects

Evaluation of quotations

- Individual consultants will be evaluated based on value for money and most technically compliant offer.

Application

- Application must include a CV (if an individual)/ profile (if a company), timeline, and financial quotation. Financial quotation must take be inclusive of all taxes and costs that is required for the production.
- Samples of past work and recommendation letters are required (electronic/print acceptable).

Fees and payments

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

Code of Conduct

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

Application submission, with all required documents, to be made by 24 December 2019, Sunday, to: info@redcrescent.org.mv cc: pss@redcrescent.org.mv

For all those interested, an information session will be held at MRC PSS Centre (in Social Centre) on the 22nd December 2019 at 12:30pm.

Topics for IEC Materials

- (1) Introduction to MRC PSS (1 video spot + infographic + brochure)
- (2) Volunteering for MRC PSS Centre (why you should volunteer for PSS Centre) (1 video spot + poster)
- (3) Stress and coping (brochure + video spot)
- (4) Psychological First Aid (1 video spot + infographic + brochure + poster)
- (5) Children and stress (infographic + brochure)
- (6) Self care during and after disasters (1 video spot + infographic + brochure + poster)
- (7) How can you help during an emergency (infographic + brochure + poster)

	Video spot	Brochures	Posters	Infographic
Introduction to MRC PSS	1 x Dhivehi 1 x Bangla (with English subtitles)	1 x English 1 x Dhivehi 1 x Bangla		1 x English 1 x Dhivehi 1 x Bangla
Volunteering for MRC PSS Centre (why you should join)	1 x Dhivehi 1 x Bangla (with English subtitles)		1 x English 1 x Dhivehi 1 x Bangla	
Stress and coping	1 x Dhivehi 1 x Bangla (with English subtitles)	1 x English 1 x Dhivehi 1 x Bangla		
Psychological First Aid	1 x Dhivehi 1 x Bangla (with English subtitles)	1 x English 1 x Dhivehi 1 x Bangla	1 x English 1 x Dhivehi 1 x Bangla	
Children and stress		1 x English 1 x Dhivehi 1 x Bangla		1 x English 1 x Dhivehi 1 x Bangla
Self care during and after disasters	1 x English 1 x Dhivehi (with English subtitles)	1 x English 1 x Dhivehi 1 x Bangla	1 x English 1 x Dhivehi 1 x Bangla	1 x English 1 x Dhivehi 1 x Bangla
How can you help during an emergency		1 x English 1 x Dhivehi 1 x Bangla	1 x English 1 x Dhivehi 1 x Bangla	1 x English 1 x Dhivehi 1 x Bangla
Total	10	18	12	12