

Consultancy Service – Development of Videos for Advocacy and Capacity Building – Protection, Gender and Inclusion (PGI) – Dignity, Access, Participation, and Safety (DAPS) (Extended)

Type of Contract:	Local Consultancy
Duration:	3 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. With the varied needs across many diverse demographics, the National Society prioritises work that promotes the inclusion of people, their protection, and the importance of understanding the roles of genders in various contexts.

Protection, Gender and Inclusion (PGI) – Dignity, Access, Participation, and Safety (DAPS).

Emergencies make existing inequalities around gender more pronounced and exacerbates these. It has been proved time and again that the incidence of violence, whether it is sexual and gender-based violence or violence against children, always increase during and after emergencies. The same can be observed trafficking in human beings, especially in times of crises. Many factors that make up a person’s background - such as someone’s sex, gender, age, nationality, race, ethnicity, faith, health status, social status, or legal status (among many others) - have an impact on how people experience disasters and emergencies, and their abilities to recover from crises.

The International Federation of Red Cross and Red Crescent Societies (IFRC) and the National Societies recognize and aim to work to incorporate the various needs of people into preparedness work, prevention, response, and recovery. This work is done by providing all affected people with dignity, access, participation, and safety (DAPS) by following minimum standards in emergency programming, that provides practical guidance on how to mainstream this approach into many other areas of work. This work also focuses on limiting the exposure to risks of violence and abuse, and to uphold the principle of “do no harm”. These minimum standards also take into consideration the critical elements of child protection, as well as the prevention of sexual and gender-based violence.

Objective

The overall objective of the consultancy is to produce videos on the technical area of PGI and the approaches of DAPS. The videos will be used for both capacity building initiatives for volunteers, members, and staff of the National Society, and relevant stakeholders who are in similar lines of work. The training sessions taken across various levels will provide essential information on PGI in emergencies, as well as the incorporation of DAPS in programmes and services. The videos will also be used for efforts in advocacy, to push for better minimum standards in local and national level humanitarian services, so that those most vulnerable and most at risk are reached effectively, equitably, and impartially.

Key tasks and deliverables

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

<u>Tasks</u>	<u>Deliverables</u>
<p>Production of videos (Videos can be animated or live action, or a blend of both). Content will be provided by the MRC – it will be based on the IFRC PGI Minimum Standard Commitments document. Video will be in Dhivehi, with English subtitles.</p>	<p>1) Video on PGI, its importance and role, and a brief introduction looking into the policies and frameworks, and the minimum standards for PGI in Emergencies, by the IFRC – 3 to 5 minutes.</p> <p>2) Video on DAPS approaches – 5 to 7 minutes.</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 28th November 2020. Only short-listed candidates will be contacted for interviews.