



## The Lutheran World Federation Myanmar Programme

### Consultancy for the development of video animation for “Land Rights” advocacy

### Terms of Reference

## 1. Project Reference

Assignment Title	Consultancy for the development of video animation for Land Rights advocacy
Project	Universal Periodic Review (UPR) Project
Project reference	31-4662

## 2. Organization Background

*LWF proactively works with partners to address displacement, poverty, and injustice, including the promotion of gender equality and climate resilience*

The Lutheran World Federation (LWF) Myanmar is an international non-governmental organization serving the people of Myanmar since 2008. We are a rights-based humanitarian and development organization. Therefore, at the center of everything we do are the people involved in and affected by our work: internally displaced persons, returnees, host communities, poor, and marginalized populations. LWF Myanmar engages with and supports duty-bearers while empowering partner individuals, households, and community development organizations to claim their rights. Within the present LWF Myanmar Strategy 2019-2024, our work spans the realms of humanitarian assistance, recovery, and long-term development, building upon three interrelated programmatic areas: Livelihoods; Quality services; and Protection and social cohesion.

LWF Myanmar is dedicated to promoting children’s rights and ensuring that their welfare and physical security are recognized, safeguarded and protected in accordance with UNCRC; and international, regional and national standards. LWF Myanmar commits itself to create and maintain an environment that promotes its core values and prevent children from physical abuse, neglect, emotional abuse and sexual abuse. Employees are expected to adhere to LWF Child Protection Policy and safeguard children and Protection, Sexual Exploitation and Abuse (PSEA).

### 3. Project Background

A rights-based advocacy approach for advancing land, legal identity, and women's rights in Myanmar (**Mainstreaming rights-based advocacy to advance UPR in Myanmar**), the Universal Periodic Review (UPR) project, aims to promote the human rights of vulnerable communities in Myanmar by empowering community members to be able to effectively claim their rights in specific priority areas (land rights, right to legal identity, rights of women, and advocacy) and by engaging duty-bearers at local and national levels. This also seeks to secure concrete improvements by linking community-led action to national and global advocacy efforts. In order to empower community capacity to claim their rights, an attractive animation video clip can be effective awareness-raising and advocacy tool for the community members, especially during the COVID 19 period.

### 4. Deliverables and Key Tasks

Full production of 2D high-resolution animated video around 8-10 minutes must be provided in four languages (Burmese, Chin, Kayin and Rakhine) with subtitles in English, user-friendly and eye-catching for the targeted population. The animation must communicate and disseminate the information and key message (although of a technical nature) in an entertaining, light-hearted, and visually appealing (memorable, interesting, exciting) manner so as to engage the broadest range of viewers from different ethnic groups and social backgrounds.

The following are the key tasks/scope of work of the assignment:

1. Develop the script, dialogues, storyboard, framework and structure of the animated video with the technical inputs of the Land Rights Consultant and LWF focal
2. Create the characters, colour, backgrounds, senses, motion and other visual elements based on approved storylines and framework
3. Provide the draft/animatic video to the Land Rights Consultant and LWF focal for comments and feedback before the final production stage
4. Modify draft/animatic video based on the comments and finalize the animated video clip.
5. Create the intro and outro of the final animation video.
6. Produce the professional voice-over in four languages (Burmese, Chin, Kayin, and Rakhine languages) with subtitles in English, and relevant music background
7. Develop timing and pacing of motion of the animated video, based on audio requirements
8. Provide the high resolution final animated video clip around 8 – 10 minutes with Burmese, Chin, Kayin, and Rakhine languages with subtitles in English.
9. The final assignment report must be submitted to the LWF.

### 5. Coordination and Supervision

The service provider will be working closely together with Land Rights Consultant, Communication Coordinator and Training Coordinator to fulfil their tasks successfully according to the LWF's visibility guideline and technical inputs. The consultant/service provider will work under the overall guidance of the Advocacy and Gender Coordinator.

## 6. Copyright and Ownership

The copyright of any part of the animation video developed by the consultant under this ToR will belong to LWF Myanmar Programme.

## 7. Timeframe

The assignment will be implemented as soon as possible and it is expected to complete in 3 months starting from the contract date.

## 8. Qualifications, Background and Experience:

The individual consultants/creators/digital artists or firms can apply the application. Animation requires a high level of technical/professional expertise and creativity; therefore, a successful firm/candidate is required to have the following qualifications:

- Three examples of past video animation productions they have directly designed and produced.
- Demonstrated competency with developing and producing video animations and infographics for video infomercials.
- Excellent creativity and originality
- Great attention to detail
- Bringing a strong commitment to delivering timely and high-quality results
- Able to work remotely

## 9. Application Requirement

The following key items are requested to submit us as an application process.

- Cover letter highlighting relevant capacities and experiences
- CV of consultant or key person and/or profile of the consultancy firm
- Proposed work schedule/timeframe
- Proposed budget (Prefer the proposed cost in Myanmar Kyat and bank transfer)
- Three samples of animations as evidence of experience with previous similar jobs
- The shortlisted proposals will be invited for interview as appropriate.
- The applications should be submitted to: [procurement.myanmar@lutheranworld.org](mailto:procurement.myanmar@lutheranworld.org)
- The deadline for the submission of the applications is **26 September 2021, 5:00PM (MST)**.
- LWF Myanmar reserves the right to accept or reject any or all proposals.