

CALL FOR PROPOSAL
Organization or Legal Entities only

Video development for Conflict Sensitive Education (Myanmar language and English Subtitle)

Organization unit: UNESCO Project Office in Yangon
Duty Station: Yangon, Myanmar
Type of Contract: [Contract for Services \(Video and Film\): Form AM7-5](#)
Tentative Duration: July 2024 – November 2024 (5 months)
Application Deadline: 19th May 2024

Date Issued: 18th April 2024

I. Background:

UNESCO's initiative to provide training on Media and Information Literacy (MIL) in Conflict Sensitive Education (CSE) training to mobile teacher trainers to promote tolerance, inclusive and ethical use of Information and Communication Technology (ICT) and build understanding of teachers in cyber security. The course will cover a range of topics from 1) Foundations of Conflict Sensitive Education, 2) The importance of understanding CSE in challenging environments, 3) Module 1: Introduction to CSE for Myanmar Teachers, 4) Module 2: Integration of CSE for Community Mobilization and Engagement, 5) Module 3: CSE for Planning and Programming (part 1), 6) Module 4: CSE for Planning and Programming (part 2), 7) Module 5: CSE for Planning and Programming (part 3).

Therefore, UNESCO Project Office in Yangon, Myanmar is seeking a consulting firm to develop videos on the above-mentioned topics. These videos will be packaged as an online course at the beginner level. This course will enable the teachers and learners to be able to: i) understand the definition and importance of inclusive and equitable education at safe/protective learning environment; know how to implement CSE in crisis prone settings effectively (General); know CSE: 3-step implementation approach (understand, analyse and act); understand the integration of CSE for Community Mobilization and Engagement (i.e., school policies and practices, classroom discussions, and teaching-learning materials); realize the differences and similarities between the monitoring and the evaluation phase and so on.

Under the overall authority of the Director of UNESCO Regional Office in Bangkok (hereinafter called UNESCO), the direct supervision of the Head of Project Office in Yangon and in close collaboration with Project Officer who is responsible for this CSE course and the content of video, the Contractor shall specifically perform the following:

1.1 Provide video editing/production service by following the requirements as listed below:

- a. Provide video subtitle in English based on the existing English version. The Myanmar translation texts will be provided by UNESCO;
- b. Streamline UNESCO's overall gender strategy, ensure the Guidelines on Gender-Neutral Language is applied throughout the video (Guideline:

- <https://unesdoc.unesco.org/ark:/48223/pf0000377299>) and it's advisable to include both male and female in the shooting frame;
- c. Based on available content and footage and aligning with desired objectives and primary target audience, propose a creative concept and prepare an outline for the video. Finalise the concept on the basis of feedback from UNESCO;
 - d. Propose storyboard once the concept and script have been validated by UNESCO. Revise and resubmit as necessary, based on feedback from UNESCO;
 - e. Propose additional relevant photography and/or video footage to complete the video where relevant and/or necessary ([Grant of Rights](#) form to be provided by UNESCO);
 - f. Propose a choice of potential narrators for UNESCO's selection (preferably, a young female/female, etc.) and a sample of voice-over work from the past projects and secure the authorization from the narrator on behalf of UNESCO by using the [consent form](#);
 - g. Suggest a choice of background music to UNESCO and obtain necessary usage rights on the final choice ([Grant of Rights](#) form to be provided by UNESCO);
 - h. Include the UNESCO video outro: <https://trello.com/c/ieHy4KQR/74-english> if UNESCO is the only party involved in the project;
 - i. Use standard video editing software most suitable for the production and finalize in the later stages of development. Recommended software includes Adobe Premiere Pro and Final Cut Pro;
 - j. Secure the intellectual property rights using [Grant of Rights](#) form when any photo, illustration, music and icon is used as part of video and is not provided by UNESCO;
 - k. Ensure that the video is in full compliance with the international copyrights policy to avoid any illegal consequence as outline in the 'general terms and conditions' which annexed in this contract;
 - l. Incorporate suggested changes and finalize video subtitles as needed;
 - m. Submit ready-to-publish MP4 file format and the editable source/master file (including video graphic files) of three languages video for archiving; and
 - n. Strictly meet the committed deadline;

1.2 Provide video editing service for the below list of videos:

- Title: Media and Information Literacy in Conflict Sensitive Education Specifications for videos:
- Specifications: format: MP4 (Codec H.264) or MOV; resolution: HD (16:9 aspect ratio and at least 1920x1080) and web optimized (16:9 aspect ratio and at least 1280x720); duration: preferably less than 8-10 min

1.3 Strictly treat the videos confidential and the rights of distribution will reside solely with UNESCO.

1.4 Submissions and deliverables:

- a. Submit the first draft version of at least 42 videos with character and icon illustration on Google Drive by 23 August 2024.
- b. Submit the revised version of at least 42 videos with complete motions and colors on Google Drive and screen text/subtitles in English by 30 September 2024.
- c. Submit the final version of at least 42 videos with complete motions and colors including source/master file and video graphic file as specified in item 1.2 on Google Drive and screen text/subtitles in English by 31 October 2024.

II. Qualifications for Specialized Knowledge/Experience:

Organization or legal entities

Eligible organizations or legal entities are local video production service providers and have extensive work on education and video development on online courses for teachers (teacher educators, teachers, trainers, etc.). Some criteria for application are as follows:

Required Qualifications:

- Holding the necessary permission/license to provide the services as outlined in these ToR;
- Evidence of previous and current registration or ongoing application registration;
- At least 5 years of experience in video production and related fields is required, preferably with experience in e-learning videos development;
- Strong understanding of video editing software and tools, as well as experience in using sound design and mixing for educational videos;
- Ability to produce high quality content on tight deadlines;
- Ability to edit the video according to the required technical specifications;
- Proficiency in using standard video editing software such as Adobe Premiere Pro and Final Cut Pro.

Desirable Qualifications:

- Experience working with CSO and /or other UN agencies and INGOs; and
- Experience on creating educational videos/ media related to Media and Information Literacy;

Personnel/staff who will lead the activities

Required Qualifications:

- A Bachelor's degree with at least three years of experience in the field of education and/or video production;
- Experience in technical support for Graphic design, training materials and video development with appropriate experience in education, or a related field;
- Strong project management skills, including the ability to meet the deadline and manage resources effectively;
- Ability to think strategically and creative problem solving; and
- Ability to work with flexibility and collaboration is essential.

Desirable Qualifications:

- Experience working with CSO and /or other UN agencies and INGOs; and
- Experience on creating educational videos/ media related to Media and Information Literacy.

VI. How to Apply

Interested organizations are invited to submit in writing to the UNESCO Project Office in Yangon, Myanmar:

- **Technical proposal:** Outline and methodology for undertaking the educational video, as well as the detailed work plan showing the assignment's important activities and milestones;
- **Financial proposal:** Detailed quotation to produce the video showing all necessary costs;

- **Detailed CVs of the team** for the assignment, including relevant creative development work and qualifications;
- **Three samples** of previous videos production;

UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in terms of the criteria in the Terms of Reference, UNESCO shall select the proposal that offers the Organization best value for money. In line with UNESCO's overall gender mainstreaming strategy, the Contractor is expected to integrate a gender perspective in all activities and apply gender analysis and mainstreaming concepts wherever feasible.

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Your application should reach yangon@unesco.org by email no later than 17:00 Hours (Yangon time) on 19th May 2024.

Only short-listed institution/firm will be contacted.