

Terms of Reference

LOCAL EXPERTISE

Media Company

**Assistance to vulnerable populations in Libya through cash,
QIPs and communication with communities**

Project 14DGK

June 2018



<p>Background relevant to the mission</p>	<p>As part of its project funded by UNHCR, ACTED is implementing a project to support IDPs, returnees and host communities throughout Libya through cash grants, quick impact projects and advocacy campaigns.</p> <p>The overall objective is to reduce the vulnerability of conflict-affected populations across the three regions of Libya</p> <p>The general objective is to provide multi-sectoral cash assistance to 1,200 internally displaced, non-displaced and returnee households; the implementation of approximately 15 to 20 quick impact projects; and the delivery of awareness-raising campaigns to ensure IDPs and IDP returnees in Benghazi and Ajdabiya have access to life-saving information.</p> <p>The specific objective is to ensure that the population has sufficient basic and domestic items, that peaceful co-existence with local communities is promoted, and public attitudes towards persons of concern are improved.</p> <p>This TOR is concerned with the third component of the project, namely communication with communities. Assessments will be conducted by technical consultants to determine key information that should be disseminated in the fields of health, water, sanitation, shelter and security. This information includes alerts, best practices, and relevant service providers.</p> <p>Area of Intervention: Benghazi and Ajdabiya</p>
<p>Objectives of the assignment</p>	<p>The media company will be responsible for the production of animation videos which covers key information to be shared in the form of advocacy and awareness. These videos will be shared online through the organization's social media pages (YouTube, Facebook and Twitter) as well as the website.</p>
<p>Scope of Work</p>	<ul style="list-style-type: none"> • Draft a storyboard and script with the programme team • Conduct animation of the video, including character and setting design, in line with the approved storyboard and script • Add voice-over and subtitles to animation videos • After review by the ACTED team, make any adjustments or additions to the videos
<p>Key deliverables</p>	<p>Three to five animation videos which cover:</p> <ul style="list-style-type: none"> • Each video should be approximately 2 minutes long • The animation videos should be designed using simple graphics to clearly communicate the information that will be shared
<p>Time schedule</p>	<p>All videos should be delivered to ACTED by September 30th, 2018</p>
<p>Location of the</p>	<p>The animation video should be delivered to the ACTED</p>

mission	Benghazi office.
Support provided by the Project team (ACTED) to the Expert	The ACTED team in Libya and Tunis will provide support to the media company in the form of coordination with the consultants to provide feedback on the content of the videos.
Language	The videos should be in Arabic with English subtitles
Profile of the expert	<ul style="list-style-type: none"> - Company should have at least 3 years of experience in animation - Previous experience with humanitarian aid, civil society and international organizations is an asset

Name & Position of Bidder's authorized representative _____

Authorized signature _____