

## Terms of Reference Awareness Raising Campaign

### I. Introduction

Save the Children (SCI) is a non-governmental organization. Our vision is a world in which every child attains the right to survival, protection, development and participation. Our mission is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

**SCI Turkey Country Office is seeking a skilled experts or firm (“Applicant”) for the design and development of animated video(s) for sensitizing communities on impact of violence, in particular perpetrated by parents or caregiver, on children’s wellbeing. To design and develop this product of highest possible quality, SCI welcomes teams with knowledge and experience in designing similar videos.**

SCI and the Municipality of Zeytinburnu Center for Family, Women and People with Disability (AKDEM) implements a project in Zeytinburnu titled “Strengthening the protection and resilience among refugee and host community children and adults in Zeytinburnu, Istanbul”. The project revolves around protection services (access to services, prevention and intervention of sexual and gender based violence, legal counselling etc.), child protection, awareness raising in and out of center, and psychosocial support. As all project activities, out-of-center awareness raising campaign has been affected by COVID-19 and planned as an online AR campaign.

### II. Purpose of the Assignment

2 minutes long animated video(s) on parenting without violence will be published. The requested service is the production of video(s).

The video(s) is expected to contribute and produced in line with SCI’s *Parenting without Violence (PwV) common approach*. Physical and humiliating punishment of children in the home is common and widespread, starts early, is widely tolerated and shares common risk factors with violence against women in the home (domestic violence and intimate partner violence). The PwV approach is designed as a universal preventative program for use in development and humanitarian contexts to prevent physical and humiliating punishment of children and to improve positive parenting capacities of fathers, mothers, and caregivers of girls and boys of all ages.

The video/s are expected to contribute to the AR campaign of SCI - AKDEM project as part of their child protection programming. The bilateral conversations might lead inclusion of other appropriate messages as part of the assignment. The video/s shall focus on the following messages<sup>1</sup>:

1. By trying to understand how your child think and feels, you can work to solve problems together.
2. Show your child that he or she is loved and safe through your words and actions.
3. Together with your child create a simple routine.
4. To care for your child, you must also try to care for yourself.

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<sup>1</sup> For detailed information on messages please see SC global guidances:  
<https://resourcecentre.savethechildren.net/library/parenting-without-violence-key-messages>

5. If you or your child is in immediate danger, know where you can find help.

And the video(s) is expected to contribute sensitizing communities and families on:

- Reduce the physical and humiliating punishment of children in the home
- Improve parent/caregiver's capacity to practice positive parenting
- Improve the quality of parent/caregiver-child relationships
- Increase children's resilience and confidence to express their views and feelings in their home and to seek support when they feel unsafe.

The parenting without violence related storyline will be developed with the guidance and inputs of the supplier during the creative process together with Save the Children as indicated in detail within the subsequent sections III and V.

### III. Duration of the Assignment *(for one single video)*

The successful Applicant shall commence work directly after the effective date of the Agreement with SCI and complete the submission of the deliverables (see the following section IV) at the end of the three weeks' period.

Timeline		Applicant	SC Turkey
		Deliverables/outputs	Deliverables/outputs
Week 1	First half	Attend half-day long orientation of SC (incl. Child safeguarding training) Draft storyline(flow-timeline) (English) in regular communication with SCI	Deliver orientation for the Applicant  Share detailed brief for the video
	Second half	Agree with SC on the final storyline (English) and storyboard (if needed and possible)	Review and comment on the drafted storyline
Week 2 (Production Phase)	First half	Submit first draft of the video	Provide applicant translation of the text, title, subtitles in other requested languages
	Second half	Agree with SC on the final version video in English	Support Applicant with comments and revision requests on first drafted video in order to agree on its final version
Week 3 (Post-Production Phase)	First half	Work on post-production such as voice-over, subtitling for four different languages (English, Turkish, Farsi/Dari, Arabic)	Final approval
	Second half	Submission of all requested versions of the video	

#### IV. Deliverables/Outputs

❖ **The creation of 2D animated video(s) for the mentioned topics (see section II)**

The successful company/firm/joint venture shall deliver **2-minute animated video productions** that include:

**Videos should include:**

- English, Turkish, Farsi/Dari, Arabic Subtitles
- Customized title and text introduction in English, Turkish, Farsi/Dari, Arabic
- SCI logo
- Approved story line (by SCI)
- Unique characters (created by the Applicant)
- Sound effects or/and music (preferable)
- Voice-over in English, Turkish, Farsi/Dari, Arabic

**Minimum Technical Requirements:**

Files should be formatted as per the following:

- Full High Definition (FHD) broadcast
- ProRes 422
- Aspect ratio 16:9
- 4:2:2 colour sampling
- 1080 progressive MP4 (h.264 - high) at 29.97 fps (min.) or 60 fps (max.)
- Audio outputted at 320 kbps or 24 bit/96kHz

**Each Video should be consistent in these distinctive ways (if more than one videos are requested)**

- Animation Style
- Editing style
- Sound effects
- Title Design/Subtitles and Graphic elements

❖ **Submission of the video(s)**

- Version I Raw video (without sound)
- Version II Video with English voice-over and subtitle
- Version III Video with Farsi/Dari voice-over, title, text and English subtitle
- Version IV Video with Arabic voice-over, title, text and English subtitle
- Version V Video with Turkish voice-over, title, text and English subtitle

❖ Video(s) must be aligned with SCI standards provided above.

**Please find a sample video with a similar topic on YouTube:**

<https://www.youtube.com/watch?v=9N5IoNU2CEA>

## V. Roles and responsibilities

### The Applicant

- Storyline/storyboard (flow-timeline) development
- Creation and development of unique character
- Production of the video
- Production of voice-overs in four different languages in English, Turkish, Farsi/Dari, Arabic

### SC Turkey Country Office

- Provision of technical support while developing the storyline
- Provision of SCI logo, logo animation
- Approvals
- Provision text-title-subtitle translations in four different languages

## VI. Application Requirements

### ❖ Essential Requirements:

- The Applicant must either have a legitimate business /official premises, and must be registered for trading and tax as appropriate OR apply as an individual but hold a Turkish Citizenship in Turkey OR work as consortium of consultants eligible to issue receipts.
- The Applicant must accept to receive a half-day orientation training (online) on Child safeguarding and project objectives from SC TCO staff.

### Legal documentation:

- The Applicant must provide necessary documentation for proof of your registration in country (**Trade Registry Gazette, Chamber of Commerce Registration, Tax Documentation, Circular of Signature for signatory person for the offer submitted**)
  - If the applicant is an individual consultant; please provide a detailed explanation about how you would issue an invoice legally.
- The Applicant must be compliance with Save the children International standard policies (**Please sign and stamp our Policies and send together with your bids**)
- **RFQ-IST-2020-0141 document** (attached) should be filled with required information and be submitted **signed & stamped**.

### Professional experience:

- Presentation of the Applicant - team members articulating previous experience and familiarity with the requested service who will work on the project. Their role and a synopsis of their experience relevant to these roles should be provided. Curriculum Vitae of all team members shall be attached.

- Reference letter from at least one similar assignment with contact person and contact details
- Submission of at least one similar previous work (animated video) of min. one minutes - max. two minutes' duration
- Submission of detailed work plan in compliance with the mentioned timeline (see section III)
- Financial proposal including a detailed budget breakdown and proposed payment schedule must be submitted

## **VII. Evaluation Criteria**

### Capability Criteria (60%)

- Qualification and experience of the Applicant (20%)
- Relevancy of the methodology (10%), timeline (10%) and technical approach (20%) of the previous work sample(s), and proposed detailed work plan

### Commercial Criteria (40%)

Financial proposal including a detailed budget breakdown of estimated costs

## **VIII. Submission of Bids**

**Deadline for “Request for Clarifications”: 13 August 2020, 1700 TK Time**

**Deadline for “Submission of RFQ”: 19 August 2020, 1700 TK Time**

Please submit your respective bids electronically to [procurement.turkey@savethechildren.org](mailto:procurement.turkey@savethechildren.org) via email before the given deadline above. Any bid received after the mentioned deadline will not be considered eligible.

For clarifications purposes please contact us at [procurement.turkey@savethechildren.org](mailto:procurement.turkey@savethechildren.org)