



Caribbean Policy Development Centre

Terms of Reference

Consultancy to Formulate and Develop One Animated Training Video on Beneficiary Needs Assessment

I. BACKGROUND

The Caribbean Policy Development Centre (CPDC) is a legally registered non-profit headquartered in Barbados and established in 1991. CPDC serves as a regional umbrella NGO for organisations comprising of small farmers, women, youth, Indigenous People, rural populations and faith-based organisations located across CARICOM. CPDC also has strong networking partnerships with organisations of persons with disabilities, artisans, micro-entrepreneurs, human rights, and workers. Altogether it serves some thirty-three (33) regional, sub-regional and national (local) NGOs working at the grassroots level in economic, social, and cultural areas in the Caribbean. The Centre also has working relationships with many other NGOs and development partners across the region.

The organisation was mandated to work with NGOs and civil society to understand how policies affecting Caribbean people are made; to share information about policies and decision-making processes; to work to influence and bring change to the developmental process, and to support and to lobby for policies which improve the lives of Caribbean people. In fulfilling its mandate, the CPDC seeks to build the confidence and the ability of the Caribbean peoples to influence public policy. Our main work modalities are research, training, advocacy, publications, public education, and institutional strengthening. CPDC is officially recognised, both regionally and internationally, as the principal representative of Caribbean NGOs working with CARICOM, Commonwealth Foundation, and UN System Agencies.

In partnership with the European Union, the CPDC is undertaking a joint 2-year grant partnership from March 2021 – June 2023. The project covers seven CARICOM countries: Antigua and Barbuda, Barbados, Dominica, Grenada, Saint Lucia, Saint Kitts and Nevis, Saint Vincent and the Grenadines. The project will build the Non-Governmental Sector's capacity in the Caribbean by implementing a number of specific actions. These actions focus on strengthening NGOs' capacity to provide key development solutions to vulnerable groups affected by the COVID-19 pandemic. In addition, these actions include activities that promote NGO's institutional and organisational capabilities through a number of core thematic areas:- addressing the legislative environment through advocacy programming, promoting greater transparency within the sector, project management skills development, enhanced regional policy dialogue and improving access to small grants to name a few.



The project European Union/CPDC partnership comes against a background of “the multidimensional impact of the COVID-19 pandemic on marginalised social sectors, requiring development support, critical CSO interventions to achieve sustainable development.” However, the meaningful participation of CARICOM civil society has been stymied by two main factors; the lack of capacity to effectively engage in the COVID-19 policy process and the lack of an institutionalised mechanism to facilitate dialogue between civil society and CARICOM governments. This action is therefore intended to implement activities to address these challenges.

II. PURPOSE AND OBJECTIVES

CPDC is desirous of undertaking a consultancy to develop and formulate one animated training video on Beneficiary Needs Assessment. The aim is to enhance the knowledge of NGOs in Barbados and the Eastern Caribbean on the importance of Beneficiary Needs Assessment by utilising animations to engage audiences on its website and social media platforms; Facebook, Instagram and Twitter.

General Objective

To design and formulate one fully animated high-quality video utilising kinetics, vectors and traditional animation on the topic of beneficiary needs assessment which will be disseminated on CPDC’s website and social media platforms.

Specific Objectives

1. To conceptualise and develop the animations for one fully animated video.
2. To identify the voice artist for the development of the beneficiary assessment video.
3. To review the script on Beneficiary Needs Assessment provided by CPDC and to ensure the videos fit into the three-minute and thirty-second stipulated time frame.

III. INSTITUTIONAL PROFILE/ CONSULTANCY REQUIREMENTS

Candidates should send their qualifications and proven experience in videography. In addition, candidates should provide a portfolio of their work.

A. Qualifications and Experience

1. Training in Graphic Design and video production or any relevant field OR at least
2. three years proven experience in conducting similar assignments.
3. At least three years of proven experience in the formulation and delivery of communication materials.
4. Demonstrated experience working with NGOs at the national and/or regional level.



B. Skills and Competencies

1. Proven track record in the delivery of animated on-time video design.
2. Possess the skills and professional services to complete the graphic design.

IV. DURATION OF THE ASSIGNMENT

The consultancy will run over the period November 4th – December 8th, 2021

V. DELIVERABLES

The Consultant is expected to produce the following deliverables:

1. A detailed breakdown of the approach to the assignment within five days of contract signing the contract.
2. One reviewed and edited script for video development
3. One voiceover of the script
4. One fully animated video

VI. ADMINISTRATION

The Consultant shall report to the CPDC Officer in Charge or his designate.

VII. INTELLECTUAL PROPERTY

All information pertaining to this consultancy shall remain the property of the CPDC, who shall have exclusive rights over their use. The information shall not be disclosed to the public nor used in whatever form without written permission from the CPDC.

VIII. GUIDELINES FOR APPLICATIONS

Interested persons are requested to submit the following:

CPDC is requesting a full proposal for the development of the training video on beneficiary needs assessment. This submission should entail;

- a general description of the approach, detailed methodology and work plan for performing the assignment (approximately five pages),



- a one-page outline of each consultant or key experts assigned to this project, outline relevant qualification and experience.
- Full CVs of all consultants participating in the assignment (as an Appendix) a detailed proposed budget for this project
- any important value-added elements your organisation may wish to add to your service provision to enhance your bid evaluation (optional).

Submissions are to be sent to the Caribbean Policy Development Centre via electronic mail - cpdcsubmissions@gmail.com. The subject line is Consultancy to Formulate and Develop One Animated Training Video on Beneficiary Needs Assessment.

All applications must be submitted by Friday, October 15th, 2021, by 5:00 p.m. (UTC/GMT - 4).

CPDC will only respond to the successful applicant(s). Therefore, only persons meeting the criteria as outlined in Terms of Reference should apply.