



Caribbean Policy Development Centre

Terms of Reference

Consultancy to Formulate and Develop One Animated Educational Video on Good Governance in Public Administration in the Caribbean

I. BACKGROUND

The Caribbean Policy Development Centre 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-five (35) 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/CARIFORUM, Commonwealth Foundation, and UN System Agencies.

Funded by the Open Society Foundation (OSF), CPDC has implemented a project entitled “Confronting the Debt Challenge within the Caribbean, Charting a Sustainable Path for Caribbean Development”. The project aims to coordinate a Caribbean civil society solutions-oriented regional policy and advocacy strategy to highlight and address the adverse effects of high debt levels exacerbated by public health crises, climate change effects, and the historical development deficits caused by the structural vulnerabilities of Small and Vulnerable Developing States (SVDS). CPDC through this advocacy campaign, is aiming to build a case for Caribbean Debt relief and restructuring based on its inherent climate and economic vulnerabilities.



II. PURPOSE AND OBJECTIVES

CPDC is desirous of undertaking a consultancy to develop and formulate one animated educational video on *Good Governance in Public Administration* in the Caribbean. The aim is to enhance the knowledge of Caribbean citizens on the importance of good governance in public administration in the region by utilising animations to engage audiences on our website and social media platforms; Facebook, Instagram and Twitter.

General Objective

- To design and formulate one fully animated video utilising kinetics, vectors and traditional animation and real life imagery on the topic of *Good Governance in Public Administration* which will be disseminated on CPDC's website and social media platforms.

Specific Objectives

1. To conceptualise and develop one fully coloured animated storyboard summarizing the artwork for the video in resolution of 1080p or higher.
2. To select and include real life imagery, still and video, to enhance the overall message of the video.
3. To include music/lyrics of a popular song that speaks to the need for good governance.
4. To review the script on Good Governance in Public Administration, provided by CPDC, for editing purposes and to ensure the video fits into the three-minute and forty-five-second stipulated time frame.
5. To recruit the voice artist for the development of the Good Governance in Public Administration video with the inclusion of closed captions.

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 three years proven experience in conducting similar assignments.
2. At least three years of proven experience in the formulation and delivery of communication materials.



3. 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 October 12th – November 30th , 2023

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 with closed captions.

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 educational video on *Good Governance in Public Administration*. 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
- Samples/Portfolio of applicant's previous work
- 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 Educational Video on Good Governance in Public Administration in the Caribbean.**

All applications must be submitted by Friday 22nd September , 2023, 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.