



**CONSULTANCY TO DEVELOP A FIVE-PART ANIMATED TRAINING VIDEO SERIES
BASED ON THE DOCUMENT: 'CREATING FARMS THAT ARE RESILIENT TO NATURAL
HAZARDS: SMALL FARMERS TRAINING MANUAL'**

Request for Applications for Consultancy to Develop a Five-Part Animated Training Video Series

Description: Develop a five-part animated video series

Location: Regional

Nature of the Consultancy: The Consultancy may be undertaken by an individual candidate, group of candidates or a body corporate

BACKGROUND

The Caribbean Policy Development Centre is a legally registered non-profit organization headquartered in Barbados and established in 1991. CPDC serves as a regional umbrella NGO for organisations located across CARICOM. Our main modalities are research, advocacy, publications, public education, and institutional strengthening.

The CPDC wishes to engage the services of a Graphic Design and video production specialist who will be charged with developing a five- part animated video series for our organisation

The Terms of Reference are attached at Annex 1.

GUIDELINES FOR APPLICATIONS

Interested people are requested to submit a full proposal for the development of the training video. 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
Financial proposal for completing the five-part video series

Submissions are to be sent to the Caribbean Policy Development Center via electronic mail – cpdcsubmissions@gmail.com with subject line: Consultancy to Develop a Five-Part Animated Type



Training Video Series Based on the Document: ‘Creating Farms That Are Resilient To Natural Hazards: Small Farmers Training Manual’.

All applications must be submitted by 5:00 p.m. (UTC/GMT-4) on 10th May 2024

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



Caribbean Policy Development Centre

Terms of Reference

CONSULTANCY TO DEVELOP A TWO-PART ANIMATED TRAINING VIDEO SERIES BASED ON THE DOCUMENT: ‘CREATING FARMS THAT ARE RESILIENT TO NATURAL HAZARDS: SMALL FARMERS TRAINING MANUAL’

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-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 relations 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 the decision-making processes; to work to influence and bring change to the developmental process; and to support and lobby for policies that improve the lives of Caribbean people. In fulfilling its mandate, CPDC seeks to build the confidence and the capacity 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 such organisations CARICOM/CARIFORUM, Commonwealth Foundation, UN System Agencies, among others.

CPDC with support from the Caribbean Catastrophe Risk Insurance Facility (CCRIF SPC) is implementing a project titled “*Disemination of the Printed Version and Video Adapation of the Small Farmers Training Manual*”.

CPDC and its partners recognize that small farmers face many problems with maintaining their livelihoods particularly due to the region’s vulnerability to the increasing frequency of tropical storms, hurricanes, flash flooding, drought, and invasive species. In 2017 the Caribbean Island of Dominica having been impacted by Hurricane Maria saw its agricultural sector significantly



devastated. The effect of the hurricane directly undermined income and food and nutrition security for an island heavily dependent on its agricultural exports. However, not only was Dominica impacted. The island was also a significant exporter of vegetables, tubers and fruits for other Caribbean countries thus highlighting that devastation in one Caribbean country could lead to shortages and food insecurity among other islands in the region. As with Hurricane Maria in Dominica, Hurricane Irma also severely impacted the agricultural sectors in Antigua and Barbuda and St. Kitts and Nevis. All of these hazards have serious consequences for small farmers and their households, who have limited adaptive capacity to deal with the threats to their operations, and consequently, their income. Small farmers are among the most at-risk social sectors in the region and have limited economic options particularly when faced with losses to their operations.

A Situational Analysis of small farmers in Dominica, Grenada and St. Vincent and the Grenadines conducted by CPDC (2020) assessed small farmers' knowledge, vulnerabilities and level of preparedness to respond to the threats of natural disaster. The report identified three critical areas for support to farmers (1) Water Management (2) Soil Management and (3) Crop Management. These three areas are critical for the development of any training programme for regional small farmers.

To address these identified gaps CPDC, with support from the Caribbean Catastrophe Risk Insurance Facility (CCRIF SPC) conducted training and developed a training manual for farmers focused on the socio-economic effects of natural disasters on farming operations and adaptation disaster risk management measures. The purpose of the manual is to enhance awareness amongst small farmers across CARIFORUM about the socio-economic effects of natural disasters on their farming operations and to apply adaptation measures as well as disaster risk management initiatives. In the context of the aforementioned, CPDC seeks to develop a five-part (5) training video series based on the manual 'CREATING FARMS THAT ARE RESILIENT TO NATURAL HAZARDS: SMALL FARMERS TRAINING MANUAL' and wishes to acquire the services of a qualified candidate(s) to develop the training video series.

I. PURPOSE AND OBJECTIVES

CPDC is desirous of undertaking a consultancy to develop and formulate a five-part training video series based on the manual – 'CREATING FARMS THAT ARE RESILIENT TO NATURAL HAZARDS: SMALL FARMERS TRAINING MANUAL.'

The aim is to enhance the knowledge of NGOs, their constituents and farmers in CARIFORUM Countries on the importance of creating farms which are resilient to hazards and adaptive to climate change, by utilising an animated video series to engage audiences on its website and social media platforms; YouTube, Facebook, and Twitter.



General Objective

To design and formulate one fully animated video utilising kinetics, vectors and traditional animation based on the training manual ‘Creating Farms that are Resilient to Natural Hazards: Small Farmers Training Manual’ which will be disseminated on CPDC’s website and social media platforms.

Specific Objectives

1. To conceptualise and develop the animations for a five-part training video series.
2. To identify the voice artist for the development of the video series.
3. To review the script of the training videos provided by CPDC for editing purposes and to ensure the videos fit into the four-minute stipulated time frame for each video.

II. 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 Type video design.
2. Possess the skills and professional services to complete the graphic design.

III. DURATION OF THE ASSIGNMENT

The consultancy will run over the period June 1st 2024 – July 31st 2024

IV. 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. Reviewed and edited script for video development.
3. Voiceover of the script(s).
4. One animated five-part video series based on the following descriptions:

Aspect	Description
Topic(s)	I. The Impacts of Natural Hazards on Farming Operations ii. Coping with Drought Conditions iii. Coping with Extreme Rainfall Events iv. Coping with Extreme Wind Events v. Post Disaster Recovery and Confronting Climate Change
Intended audience	Small rural farmers, disaster risk management officers, agriculture extension officers, climate change policy makers, agricultural service providers
Goal	To build the capacity of small farmers by improving their ability to respond to the threat of natural hazards through disaster risk mitigation and resilience building. i.e., To improve climate resilience
Key messages	As determined from the 5 topics above
Type of media to be used	To be viewed on laptops, tablets, phones using social media (YouTube, Facebook, Instagram, etc.)
Visual style	Animated type, 4 mins each
Storytelling style	The A.A.A.A approach <ul style="list-style-type: none"> ▪ Attention (Grab the attention in the first line) ▪ Agitation (Agitate the “pain” that the video can solve) ▪ Activity (Show HOW to solve it) ▪ Action (Call to action and ask to share with others)

V. ADMINISTRATION

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



VI. 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.