

# NATIONAL COMMISSION FOR LEBANESE WOMEN

## TERMS OF REFERENCE

### Lebanon

#### I. GENERAL INFORMATION

Consultancy Title	<b>Production house to develop infographics on the National Women Strategy (2022-2030)</b>
Project	<b>LBN05NCL</b>
Duty Station	<b>Beirut, Lebanon</b>
Reports to	<b>NCLW Project Coordinator, Projects Development Coordinator and Executive Director</b>
Duration of Consultancy	<b>1 month (June 2023)</b>

#### II. BACKGROUND

The National Commission for Lebanese Women (NCLW) is the National Women Machinery and is as an official institution affiliated to the Presidency of the Council of Ministers. NCLW was established by law in 1998 to promote women's rights in the Lebanese society and enhance gender mainstreaming in public institutions.

Since 2006, NCLW has been collaborating with the United Nations Population Fund (UNFPA), towards mainstreaming gender aspects in various development platforms, policies, and strategies. In the year 2022, NCLW was supported by UNFPA to draft the National Women Strategy in Lebanon encompassing the time frame from 2022 to 2030.

Consequently, NCLW in collaboration with UNFPA is currently seeking to engage the services of a production house to develop animated infographics about the National Women Strategy.

These infographics will play a vital role in the effective dissemination of the key objectives outlined within the strategy to a diverse audience.

The production house should be prepared to initiate the work and deliver the materials in a timely manner.

### III. FUNCTIONS AND TASKS

The production house is expected to:

- Attend an introductory meeting with NCLW team, to get introduced to the project and understand the purpose of the media campaign and the main areas of interest.
- Develop innovative and compelling infographic concepts that effectively communicate the key objectives and main ideas of the Strategy, to be submitted to NCLW team for discussion and approval.
- Prepare multiple draft scripts for a video capturing the main ideas and messages NCLW and UNFPA wish to cover in the infographics.
- Use all related design tools and incorporate different infographic design elements
- Maintain regular communication with NCLW team, provide updates on the workflow and address any challenges faced.
- Attend periodic meetings to discuss progress and seek feedback
  
- Provide a detailed work plan that includes options for scripts in Arabic and English.
- Create a comprehensive timeline outlining the various stages of work
- Ensure the successful inclusion of final video subtitles in both Arabic and English.
- Produce and deliver the final video (60 seconds) in various formats suitable for YouTube, WhatsApp, and social media platforms.
- Ensure the incorporation of NCLW and UNFPA comments, following iterative rounds of revisions.
- Coordinate all aspects of video production including ideation, planning, scene coordination, production and post-production editing in different formats for WhatsApp, and social media means, while taking into consideration all comments and feedback provided by NCLW and UNFPA throughout the process.
- Use or create an original music/sound track for the video
- Create multiple visual samples for social media that reflect the same concept as the video, and ensure the incorporation of NCLW and UNFPA comments, following iterative rounds of revisions.
- Deliver 5-7 final visuals in formats suitable for all social media platforms.
- Ensure the branding and visibility of NCLW and UNFPA in the final products.

### IV. FINAL DELIVERABLES

The production house is required to adhere to the strictest deadlines and deliver the following:

- A concise short video of 60 seconds in duration, in two versions: 1 with Arabic subtitles, and another with English subtitles
- 5-7 visuals to be used on both social media platforms

**V. NCLW CONTRIBUTION**

To facilitate the work of the production house, NCLW will:

- Provide consultant with needed information, references and videos
- Provide consultant with NCLW branding guidelines and high-quality logos of NCLW and UNFPA
- Provide the consultant a disclaimer to add at the end of the video

**VI. Payment Methods**

The full amount will be divided:

- 50% down payment
- 50% upon final delivery

**VI. REQUIRED QUALIFICATIONS**

Experience and skills	<ul style="list-style-type: none"> <li>• A minimum of 5 to 6 years of professional experience in media campaigns in Production, Communication, Social Sciences or related field with knowledge in gender issues and women empowerment</li> <li>• Access to high-quality sound and editing equipment.</li> <li>• Ability to operate under strict time limits and apply high production and technical standards to maintain a high level of professionalism.</li> <li>• Strong theoretical and practical background in advertisement, Graphic Design and editing</li> <li>• Track record of successful videos on similar topics would be an asset.</li> <li>• Previous experience in working on issues related to gender equality, women, and/or other related fields.</li> <li>• Ability to show practical and technical qualifications and experiences in creating, advertising and marketing strategies and video ads over the Internet</li> <li>• Excellent written and spoken communication skills in Arabic and English.</li> </ul>
How to apply	<p>Interested candidates should apply and submit the above-mentioned documents to the email address <a href="mailto:info@nclw.gov.lb">info@nclw.gov.lb</a> no later than May 31<sup>th</sup> 2023, at midnight (Beirut time), ensuring the subject line is denoted with the heading:</p> <p><b>“NCLW/UNFPA – Production House to develop infographics on the National Women Strategy”</b>, including the following:</p> <ul style="list-style-type: none"> <li>• Advertising and Production house’s detailed information.</li> <li>• A copy of the legal and tax Production House’s registration.</li> <li>• Advertising and Production house portfolio highlighting previous work experience.</li> </ul>

- Detailed list with technical information on the equipment intended for use, including, sound, and editing software.
- Brief presentation of the team, with CVs and functional responsibilities of the key people to be engaged in the production of the video.
- A separate financial offer in US dollars and all taxes included (detailed breakdown of all estimated costs and clear total cost for the final product). Payment will be sent upon successful completion of deliverables

The NCLW will only contact the shortlisted applicants submitting the required documents above and in which there is further interest