

Terms of reference

Production House – Infographics video on 1325 NAP II

National Commission for Lebanese Women (NCLW)

Job title	Production House – Infographics video on 1325 NAP II
Organization	National Commission for Lebanese Women (NCLW)
Project title	Support the National Women’s Machinery (NCLW) in coordinating and monitoring the implementation of the 1325 NAP
Purpose	Development of infographic videos on the 1325 Second Lebanon National Action Plan
Duration	December 2024 – January 2025
Budget	To Be Determined
Reporting to	Technical Consultant, NCLW Projects Development Coordinator, and NCLW Executive Director

About NCLW

The National Commission for Lebanese Women (NCLW) is an official institution affiliated with the Presidency of the Council of Ministers. Established by law in 1998, NCLW works to promote women’s rights in Lebanese society and enhance gender mainstreaming in public institutions.

As the National Women Machinery, NCLW works on enhancing the status of women and ensuring equal opportunities between men and women in Lebanon. NCLW serves as a consultative body for the government and national councils and institutions on women’s issues, including gender-based concerns.

As part of its work on the Women, Peace, and Security agenda, NCLW has been mandated by the Presidency of the Council of Ministers to coordinate the development of **Lebanon’s Second National Action Plan (NAP) on the UNSCR 1325**, focusing on women’s participation, protection, prevention of violence, and ensuring gender-sensitive relief and recovery efforts.

Objective

NCLW is currently seeking to engage the services of a professional production House to develop animated infographic videos to communicate the key objectives and milestones of the 1325 Second Lebanon National Action Plan (NAP II). These videos aim to raise awareness on the Women, Peace, and Security agenda, engage stakeholders, and inform the public on the significance of this national plan.

Duties and responsibilities

Under the supervision of NCLW's Executive Director, NCLW Projects Development Coordinator, and Technical Consultant, the Production House will have the following responsibilities:

Initiation:

- Attend an introductory meeting with NCLW team, to get introduced to the project and understand the purpose of the infographics video and the main key messages.

Creative Development:

- Develop innovative and visually compelling infographic concepts that effectively communicate the key objectives and main ideas of the NAP II, to be submitted to NCLW team for discussion and approval.
- Submit multiple draft scripts for the video capturing the main ideas and messages NCLW wishes to cover in the infographics.
- Submit multiple draft scripts for the main infographics video and the 5 additional infographics videos capturing each one key priority area highlighted in the main video.

Video Production:

- Use all related design tools and incorporate different infographic design elements.
- Coordinate all aspects of video production including ideation, planning, filming, scene and actor 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 throughout the process.
- Use or create an original music/soundtrack for the videos
- Ensure the branding and visibility of NCLW in the final products.
- Ensure the successful inclusion of final videos in two versions (the first one in Arabic with English subtitles and the second one in English with Arabic subtitles)
- Ensure the incorporation of NCLW comments, following iterative rounds of revisions.
- Produce and deliver the main video in two versions – English and Arabic- (approximately 1 min and a half) in various formats suitable for YouTube, WhatsApp, and social media platforms.
- Produce and deliver five additional 30-second videos, each focusing on a key priority area highlighted in the main video in two versions each – English and Arabic-.

Visual content creation:

- Create multiple visual samples for social media that reflect the same concept as the video, and ensure the incorporation of NCLW comments, following iterative rounds of revisions.
- Deliver 5-7 final visuals in formats suitable for all social media platforms.

Coordination and reporting:

- 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

Deliverables

- **Main Infographic Video (1:30 min):** Two versions of the video (in Arabic and in English with subtitles each)
- **Five 30-second videos:** Two versions each (in Arabic and in English with subtitles)
- **Visuals for Social Media:** 5-7 visuals (images or short clips), tailored for social media use.
- **Additional Materials:** any other related visual content, as required

Reporting

Periodical meetings are to be held between the Production House, and the Technical Consultant, the Media Officer, the Projects Development Coordinator, and Executive Director at NCLW to keep them updated on workflow and challenges.

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

- Provide consultant with needed information, references and videos
- Provide consultant with branding guidelines and high-quality logos

Payment Methods

The total payment will be divided as follows:

- 30% upon signature
- 20% upon approval of the storyboard
- 50% upon the final delivery of the videos and all required materials.

Expected background and experience

The assignment requires the following qualifications and experience from the Production House:

- 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
- Access to high-quality sound and editing equipment.
- Ability to operate under strict time limits and apply high production and technical standards to maintain a high level of professionalism.
- Strong theoretical and practical background in advertisement, Graphic Design and editing
- Track record of successful videos on similar topics would be an asset.
- Previous experience in working on issues related to gender equality, women, and/or other related fields.
- Ability to show practical and technical qualifications and experiences in creating, advertising and marketing strategies and video ads over the Internet
- Excellent written and spoken communication skills in Arabic and English.

Submission guidelines

Interested Production House must submit the following:

- Advertising and Production house's detailed information.
- A copy of the legal and tax Production House's registration.
- Advertising and Production house portfolio highlighting previous work experience.
- 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).

Applicants should apply and submit the above-mentioned documents to the email address info@nclw.gov.lb no later than **Tuesday 20 November, 2024**, ensuring the subject line is denoted with the heading: **NCLW I 1325 I Infographics**

Only shortlisted candidates will be contacted.