



Ministry of Gender Equality
and Family Welfare



Empowered lives.
Resilient nations.

Terms of Reference

National Consultant for conceptualisation of Animated Cartoon for Mass Sensitisation on Gender Equality

BENEFICIARY	: Republic of Mauritius
COUNTRY	
FOCAL AREA	: Capacity Building for Gender Equality
GOVERNMENT AGENCIES	: Ministry of Gender Equality and Family Welfare
DURATION	: 45 days
DUTY STATION	: Port Louis, Mauritius
STARTING DATE	: 01 September 2020
PROJECT TITLE	: Innovation through Media Technology- Animated Cartoon for Mass Sensitisation on Gender Equality

1. Background Information

Gender equality should be understood as encompassing equality of access to resources, power, respect, and status and standing between women and men. A culture of gender equality requires that no limitations should be placed upon individuals by virtue of their gender identity. This is particularly pertinent in a context of significant and persistent gender inequality where gender stereotyping can diminish the status and standing of women and can sustain inequalities experienced by women in access to resources, power and respect.

Concurrently, the impacts of COVID-19 have not been gender-neutral, and are likely to impact on women disproportionately. In fact, the UNDP Human Development Gender Group Working Paper highlights that the impacts of the pandemic have exacerbated the existing gender gaps in the socio-economic spheres and increased the triple burden of women, for example, in the unpaid care sector due to gendered norms and stereotypes that put women at higher risks of being negatively impacted.

In a bid to effectively address existing inequality at different levels of society, the Ministry of Gender Equality and Family Welfare (MGEFW) has been sustaining various Awareness Campaigns and Information, Education and Communication (IEC) programmes geared towards behavioural change across the population at large. Where in some extent, these measures have been fruitful, the MGEFW is now strengthening existing national gender awareness campaign efforts by leveraging on innovative technologies such as animation cartoons that are attention-grabbing visuals for different target groups.

2. Rationale

In 2018, Para 18 (a) (e) of the Concluding Comments of the CEDAW Committee (ref CEDAW/C/MUS/CO/8) called upon the State Party to Enforce existing legislation and develop a comprehensive strategy to eliminate discriminatory gender stereotypes against women and girls; and develop a comprehensive strategy to eliminate discriminatory gender stereotypes

against women and girls and encourage reporting of gender-based violence against women and girls by launching awareness-raising campaigns on reporting mechanisms and remedies.

Concurrently, the UNDP Country Office is presently implementing Pillar 1 of its Country Programme 2017-2020. As part of its strategic partnership efforts for resource mobilisation, the Country Office has secured financial assistance under the Australian Government Direct Aid Programme to achieve indicators contained under the Sustainable Development Goals (SDG-Goal 5) on Gender Equality and Women's Empowerment.

In order to accelerate achievements towards achieving SDG 5, and addressing the Concluding Comments of the CEDAW Committee, the UNDP is extending assistance to the Ministry of Gender Equality and Family Welfare to conceptualise and produce media materials by way of animated cartoons. This will provide the foundation for the Ministry to embark on a mass awareness campaign on national television, radio and social media outlets on the concept of gender equality.

In order to address the scope of achieving gender equality, a theory of change addressing the gendered socialisation process at different stages of development and identity formation, unequal gendered power dynamics, gendered norms and stereotypes, the UNDP is seeking the services of an individual consultant to produce a 2-D animated cartoon.

The Consultant will work on a new concept to sensitise the public at large to understand the meaning of gender as well as the persistent inequalities against women in the Mauritian society, which very often are subtle. To that end, the consultant will have as main task to conceptualise and produce one (1) animated cartoon, with audio and video formats.

The use of audio-visual content through an animated content bears a number of positive outcomes, namely in terms of having an engaging content format; information relayed in the format of animation, regardless of the complexity, will be understandable and accessible to a wide target audience; Cartoon marketing videos have entertainment value and will be quite

short which will enable such content to easily receive a large number of reposts on social media, making cartoon videos an excellent tool for marketing in social networks and have a snowballing effect for mass sensitization.

The main objectives of the Consultancy are:

- i. To conceptualise, develop and produce an animated cartoon in user-friendly language for wide diffusion on television, and social media outlets on gender equality concepts, gendered socialisation, unequal gendered power dynamics, gendered norms, roles and stereotypes (including information as per the Table 1)
- ii. To develop key voice messages on gender equality in creole for diffusion on the radio

3. Scope of Work

The technical services of a National Consultant are being sought to conceptualise and produce one (1) animated cartoon of 5-6 minutes, with audio and video formats.

This consultancy is a package of “from idea, conceptualisation to production”, namely, to conceptualise and produce a 2D animated cartoon on gender. The process will follow the animated video production pipeline including: Research; Conceptualisation; Script drafting; production of Style Frames and Storyboard; sample animated video; VO and music; Submission of Full video; Finalisation and support.

Under the direct guidance and supervision of the Head of the Socio-Economic Development Unit (SEDU) at the UNDP Country Office, the National Gender Expert, and the Senior Chief Executive of the Ministry of Gender Equality and Family Welfare, the Consultant will conceptualise and produce one (1) animated cartoon of 5-6 minutes, with audio and video formats.

The Consultant would be required to produce an animated cartoon of high quality compelling animated videos with audio that detail the factors that constitute barriers to attain gender equality with practical actions to improve the state of gender equality in Mauritius.

Specifically, the Consultant will development and produce the animation. These stages will be broken down as follows:

1. Development of concept and script

- a. Research on the different themes and come up with a concept and storyline.
- b. Pre-test the concept with a storyboard. Incorporate the feedback and give a revised concept for approval
- c. Develop characters based on the approved script and storyline
- d. Agree on animation style, preferably in 2D,white boarding, voice roadway and style, branding, layout, colour scheme and stakeholder visibility.

NOTE: Preferably, the cartoon should be edited into Creole.

2. Production of animation

- a) Production of the master animation, clean up and test
- b) Include the voice, titles, relevant credits and logos and agreed layout style.
- c) Develop the cartoon of 5-6 minutes long, ensuring the character represent reality with correct titling, voice tracks, visibility and music.
- d) Submit final cartoon with audio for sign off.
- e) Save the final animated cartoon, in video and audio in an easy to share format and support in dissemination of the video.

The cartoon concept and script shall revolve around the following crucial elements in advancing gender equality and parity. The themes to be addressed are as follows:

TABLE 1

Barriers	Proposals
<p>1. Equality at the Social Level</p> <p>1.1 From the Womb to the Tomb From the time of conception, in some cultures, feticide is still being practiced against the female foetus, as boys are usually prized. Along the life-cycle of a boy and girl, a number of factors lead to discrimination. These include, <i>inter alia</i>, through the language used; stereotypical norms, such as dressing code or the types of toys given to girls and boys; or emotional projections.</p> <p>1.2 Norms</p> <p>A patriarchal culture is still being perpetuated at various levels, and often starts at home. Due to the socialization process, girls are taught to perform stereotypical tasks such as household chores.</p> <p>2. Equality in the Educational Cycle / Career Path</p> <ul style="list-style-type: none"> • Choice of Subjects Choice of subjects chosen by boys and girls often varies in their nature. Girls tend to opt for soft subjects such as home economics, food nutrition and tailoring, whilst boys take up technical drawing, design or woodwork. Such choice of subjects consequently impacts on their career path, limiting boys and girls/ men and women to achieve their full potential. This divide is mostly felt by women who are not able to climb up to the highest level of decision making, and relegate them to traditional sectors. 	<p>Gender Equality begins at home. The innate biological differences between females and males form the basis of social norms that define “gender”, appropriate behaviors for women and men that determine women’s and men’s differential social, economic, and political power. Thus, “Gender” is a social construct. It defines and differentiates the social roles, rights, responsibilities, and obligations of women and men. Because Gender is a social construct, it can be “deconstructed” and “reconstructed”</p> <p>A change of mindset is required by both parents and students so that in turn, the latter are capacitated to aspire for non-traditional subjects.</p> <p>Girls should be empowered and encouraged to enter male-dominated domains.</p> <p>A policy of equal opportunity for all should prevail so that gender equality is achieved at all levels</p>

<p>Moreover, other factors such as working overtime, a male-dominated environment, and odd working hours limit women's access to certain areas of employment.</p>	
<p>3. Equality in the Workplace</p> <p>Discrimination including harassment and occupational segregation and stereotypical types of employment affect women disproportionately. Jobs such as word processing or confidential secretaries are often allocated to women, whilst males are recruited in bigger numbers as attendants or clerks.</p> <p>Women often face the glass-ceiling effect due to a variety of facts that impede on their access to higher echelons of decision making. Presently, the civil service is witnessing a feminization of the sector whilst at the private sector level, there is still fewer number of women at board level, or they are not able to enjoy a higher salary scale.</p> <p>4. Women in decision-making instances</p> <p>4.1 The representation of women in decision-making at the local governmental level or parliamentary level is still low, as well as the percentage of women in trade unions. Yet, economic and social policy decisions and programmes are not always gender-neutral, as these often impact on women and men differently.</p> <p>4.2 Concurrently, the country is witnessing an ageing women's movement in an evolving society.</p>	<p>Women and men should be given the same opportunity to enter non-stereotypical jobs based on their capability, despite biological differences.</p> <p>Women should be equipped with the appropriate skills such as leadership, self-assertiveness and negotiation skills. Their capacity should also be strengthened through equal access to training.</p> <p>A conducive environment should be institutionalized at the level of the workplace so that women are able to aspire to higher levels of the hierarchy.</p> <p>Women should be empowered to enter such domains in higher numbers so that they are able to effect changes taking into account their practical and strategic needs.</p> <p>The young women's movement should be rejuvenated and more girls should be encouraged to mobilize themselves in greater numbers to assert their rights on issues that are relevant to their sustainable livelihoods</p>

<p>5. Empowerment of Women</p> <p>Available Opportunities and Access to Infrastructure</p> <p>A number of structures are in place to facilitate women's empowerment in the social, economic and political spheres. These include training at women centres, and other institutions, as well as other services such as setting up of their enterprises, loans and other facilities. However, women do not avail of all opportunities being offered.</p>	<p>Women should be encouraged to enter the public domain. They should act more proactively to benefit fully from existing facilities so that they are able to participate on an equal level playing field with their male counterparts.</p>
<p>6. Gender Roles</p> <p>6.1 Stereotypical gender division of labour</p> <p>In the family setting, gender division of labour is common, although this is slowly changing</p> <p>6.1 Women play a triple role in society- that is, their reproductive, productive and community roles</p> <p>6.2 Control over financial and non-financial resources as well as participation in decision making at the house-hold level limit women's full empowerment and power to effect changes over issues that impact on their livelihoods. Women are usually responsible to cater for food for the family and often earn less than their male counterpart.</p> <p>7 Violence Against Women</p> <p>7.1 Unequal power relations in the home is one of the main causes of gender-based violence (GBV), which is more pronounced amongst the female gender. GBV</p>	<p>Sharing of household chores should be normalized</p> <p>The triple roles of women should be recognized and structures should be put in place to that they are able to thrive in an evolving society.</p> <p>Women should be accorded equal rights to control and gain access to resources. Women should be empowered to participate equally in decision-making instances on such issues that are of relevance to them.</p>

<p>encompasses issues such as humiliation, economic and social deprivation, physical and moral violence, amongst others. GBV is not a class issue and affect all categories of women.</p> <p>7.2 Other forms of violence such as incest, rape, bullying, harassment on the streets, sexual harassment, prostitution and trafficking are on the rise.</p> <p>7.3 Women and children are mostly affected by single-parenthood or broken families and social stigmatization often result.</p>	<p>A culture of non-violence and equal human rights should be inculcated at a very young age. Both women and men should be aware of their legal rights, as well as avenues for redress. Sensitisation campaigns conducted should include both women and men as their target groups.</p> <p>Family values and civic education should be promoted. The institution of marriage should be seen as sacred and the family unit should be strengthened through appropriate counselling.</p>
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The Consultant will:

- (a) Hold a kickoff working session for the pre-production stage, with the technical team on the conceptual framework, methodology and timeline to be adopted for the assignment
- (b) Formulate a script on the underlying message of the 5-6 mins animation (including story board script and voice over), in consultation with the technical team as well as obtain a sign off on the Script and Voice-Over of the animation
- (c) Develop an animatic of the cartoon to reflect the objectives of the consultancy with sign off from the technical team
- (d) Produce the first sample of the animation and radio message with sign off from the technical team
- (e) Following final amendments based on feed-back from the technical team, proceed to render and final delivery of animation cartoon and radio message
- (f) Develop and submit animation for media dissemination in appropriate format
- (g) Provide support as necessary following post-production

The prospective Consultant may wish to note that:

- *UNDP and Ministry of Gender Equality and Family Welfare reserves the rights to make amendments before finalisation.*
- *All digital Formats for the assignment should be provided in high resolution. The copyright for the animated cartoon shall rest with UNDP.*
- All information the consultant may come into contact during the performance of his/her duties under this assignment shall remain the property of UNDP, who shall have exclusive rights over their use. Except for purpose of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of UNDP in line with the national and international Copyright Laws applicable.

3. Institutional Arrangement

The National Consultant will be contracted by the UNDP. A technical working committee will be established at the level of Ministry of Gender Equality and Family Welfare – Driving Agency- to extend guidance and monitor progress of the different stages, made by the Consultant on the conceptualisation and production of the animated cartoon

4. Duration of the Work

This assignment is for duration of 45 days starting on 01 September 2020 and ending on or before 30 October 2020.

5. Duty Station

On-duty Station- The Consultant will be based in Mauritius.

6. Methodology

The Consultant will carry out a first desk review of the existing situation of gender equality in Mauritius. The Consultant will further hold consultative meetings with the technical committee established at the level of the Ministry of Gender Equality and Family Welfare from pre-production to post-production to guide the development of the animated cartoon. A demonstration of the first sample of the animation and radio message will be conducted with final sign-off from the Ministry of Gender Equality and Family Welfare prior to delivery.

B. Deliverables

Following consultations with the technical committee established at the level of the Ministry of Gender Equality and Family Welfare, the Consultant will be expected to work mainly on the deliverables as per table below:

S.N.	Deliverables	Timeframe	Fee (%)	Review and Approved by
1	(a) Hold a kickoff working session for the pre-production stage, with the technical team on the conceptual framework, methodology and timeline to be adopted for the assignment (b) Formulate a script on the underlying message of the 5-6 mins animation (including story board script and voice over), in consultation with the technical		40%	UNDP/ MGEFW

	team as well as obtain a sign off on the Script and Voice-Over of the animation	15 September 2020		
2	(a) Develop an animatic of the cartoon to reflect the objectives of the consultancy with sign off from the technical team (b) Produce the first sample of the animation and radio message with sign off from the technical team	12 October 2020	40%	UNDP/ MGEFW
3	(a) Following final amendments based on feed-back from the technical team proceed to render and final delivery of animation cartoon and radio message (b) Develop and submit animation for media dissemination in appropriate format	21 October 2020	10%	UNDP/ MGEFW
4	(a) Develop and submit animation for media dissemination in appropriate format (b) Provide support as necessary following post-production	29 October 2020	10%	UNDP/ MGEFW

B. Qualifications and Competencies

Qualification

- Degree in Communication or Media or Graphics Design or related field
- Certificate in Macromedia (including animation multimedia) or above will be an advantage
- Certificate in JavaScript Programming or above will be an advantage

Experience:

The following minimum experiences are required:

- 10 years of professional expertise in communications media, branding/advertising
- Proven expertise in high quality products that resonate well and inspire action from the target audiences.
- Strong research and analytical skills as evidenced by previous related assignments
- 10 years of experience in digital creation & production studio specialising in 2D cartoon animations, and motion graphics
- Proven experience in developing interactive media content, including educational content, commercials, and animated videos
- Proven experience in delivering corporate videos and product demos
- Proven experience in working with a diverse client portfolio, including for Government and the Private Sector
- Demonstrated ability to think creatively and be aware of the current trends and technologies to ensure high quality products.
- Ability to have access to a full-fledged premise for animation, with the right equipment and software to carry out the job efficiently.

Language:

- Excellent communication skills and a good command of English- High level written and oral English language skills are a pre-requisite.
- Knowledge of French and Creole is a pre-requisite.

Corporate Competencies

- Demonstrate integrity by modelling the United Nations' values and ethical standards;
- Advocate and promotes the vision, mission, and strategic goals of United Nations;
- Display cultural, gender, religion, race, nationality and age sensitivity and adaptability; and
- Treat all people fairly without favouritism

Functional Competencies

- Demonstrated interest in the field of animation stages (conceptualisation, pre-production and production);
- Demonstrated skills in delivery of animated cartoons in a timely manner
- Excellent writing and oral skills in English;
- Ability to work in a team and independently;
- Initiative and sound judgment, dedication and respect for the principles of the United Nations Charter and the UNDP Statement of Purpose;
- High level of Computer proficiency.

Candidates should produce written evidence of experience/knowledge claimed.

C. Scope of Price Proposal and Schedule Payments

Price Proposal

- The financial offer should be quoted as a lump sum amount, 'all-inclusive'. The term "All inclusive" implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amount submitted in the proposal
- The contract price is fixed regardless of changes in the cost components. Payments will be effected based on deliverables

Payment Schedule

40%- Deliverable 1-

- | |
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| <ul style="list-style-type: none">(a) Hold a kickoff working session for the pre-production stage, with the technical team on the conceptual framework, methodology and timeline to be adopted for the assignment(b) Formulate a script on the underlying message of the 5-6 mins animation (including story board script and voice over), in consultation with the technical team as well as obtain a sign off on the Script and Voice-Over of the animation |
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40%- Deliverable 2-

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| <ul style="list-style-type: none">(a) Develop an animatic of the cartoon to reflect the objectives of the consultancy with sign off from the technical team(b) Produce the first sample of the animation and radio message with sign off from the technical team |
|---|

10%- Deliverable 3-

- (a) Following final amendments based on feed-back from the technical team proceed to render and final delivery of animation cartoon and radio message
- (b) Develop and submit animation for media dissemination in appropriate format

10%- Deliverable 4-

- (a) Submission of key radio messages and develop animation for media dissemination
- (b) Provide support as necessary following post-production

D. Proposed Work Plan and Indicative Time

It is planned that the consultancy starts by 07September 2020and ends on or before 30 October 2020.

E. Recommended Presentation of Offer

Individual Consultants/Resource Persons are invited to submit the following applications and requirements:

- Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP.
- Personal CV, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate.

- Brief description of why the individual considers him/herself as the most suitable for the assignment, and a methodology on how they will approach and complete the assignment.
- Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. If an Offeror is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

F. Criteria for Selection of Best Offer

The award of the contract will be made to the Individual Consultant whose offer has been evaluated using the “Combined Scoring Method” and determined as:

- Responsive/compliant/acceptable;
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specified below - (Technical Criteria with a weight of 0.7 and Financial Criteria of a weight of 0.3).

Only candidates obtaining a minimum of 70 marks out of 100 in the Technical Evaluation would be considered for the Financial Evaluation. The technical criteria and weightage are as follows:

Educational Qualifications:	Experience	Methodology reports:	Language Proficiency:
<ul style="list-style-type: none"> • Degree in Communication or Media or Graphics Design or related field • Certificate in Macromedia (including animation multimedia) or above will be an advantage • Certificate in JavaScript Programming or above will be an advantage 	<ul style="list-style-type: none"> • 10 years of professional expertise in communications media, branding/advertising • Proven expertise in high quality products that resonate well and inspire action from the target audiences. • Strong research and analytical skills as evidenced by previous related assignments • 10 years of experience in digital creation & production studio specialising in 2D cartoon animations and motion graphics 	<ul style="list-style-type: none"> • Proven experience in developing interactive media content, including educational content, commercials, and animated videos • Proven experience in delivering corporate videos and product demos • Proven experience in working with a diverse client portfolio, including for Government and the Private Sector • Demonstrated ability to think creatively and be aware of the current trends and technologies to ensure high quality products. • Ability to have access to a full-fledged premise for animation, with the right equipment 	<ul style="list-style-type: none"> • Excellent communication skills and a good command of English- High level written and oral English language skills are a pre-requisite. • Knowledge of French and Creole is a pre-requisite.

		and software to carry out the job efficiently.	
30 MARKS	40 MARKS	20 MARKS	10 MARKS

Important Note:

- Qualified women are encouraged to apply
- Interested offerors above the age of 62: UNDP regulations require, at their own cost, to undergo a full medical examination including x-rays. Medical evaluation documentation does not need to be submitted with the other requested documents listed above, but will be requested should the candidate be chosen.

Approved by:

Name:	Amanda Serumaga
Position:	UNDP Resident Representative
Signature:	
Date:	