Terms of Reference

<table>
<thead>
<tr>
<th>Assignment description</th>
<th>Series of animated films on acceptance of difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start/End Dates</td>
<td>1 Jan 2023 – 31 December 2023 (1 year)</td>
</tr>
<tr>
<td>Country</td>
<td>Myanmar</td>
</tr>
</tbody>
</table>

A. Background

After the coup on 1 February 2021, Myanmar has been facing serious human rights challenges. Democratic space is restricted, rule of law and access to justice undermined and violation of human rights widespread. These shocks overlay the on-going COVID-19 pandemic that has pushed the most vulnerable and marginalized communities further into exclusion and poverty. Media, the fourth pillar of democracy was seriously affected. Freedom of expression was restricted, journalists fled to other countries. Some mainstream media was suppressed.

UNDP Myanmar has established a Civil Society Project (CSP) as a dedicated structure to provide funding and capacity building and support coordination, networking and advocacy efforts among civil society actors. The CSP facilitates UNDP’s engagement with Myanmar’s civil society, providing coordination and capacity building to national CSOs and leading UNDP’s legal and human rights work in the country, which is concentrated in the ethnic states. The CSU partners with UNDP’s Myanmar Observatory, which manages research and surveys to provide information and analysis on the domestic development context.

B. Problem Description

Over 2021-2022, UNDP and the Yangon Film School (YFS) are producing a series of six animations on acceptance of differences, diversity, non-discrimination based on gender, religious, physical and social status. As a follow-on these 6 animated series, UNDP would like to produce additional three animations with a focus on religious and ethnicity-based discrimination which fuel division and conflict, often with devastating consequences. As Myanmar has witnessed, the differential treatment of groups and individuals can lead to extreme acts of violence and dehumanisation. By reaching a broad local audience, these animations hope to support conversations about difference and acceptance.

C. Scope of Work

UNDP and YFS will produce three colour animated films on acceptance of difference under discrimination based on religious and ethnicity.

Each animation will:

- Run for up to three minutes’ duration
- Be developed in consultation with civil society organisations with subject matter expertise
- Be produced initially in Myanmar language, and then in Shan, Rakhine, Rohingya and Jing Paw languages
- All videos will have subtitles and sign language.
• Two subtitled versions will be produced of the Myanmar language version – one with English and the second with Myanmar language subtitles. The Shan, Rakhine, Rohingya and Jing Paw language versions will each be subtitled in the original language.
• Be disseminated via websites, You Tube and Facebook. Other forms of public broadcasting including television will also be explored.

An edited audio version suitable for radio broadcast will be produced of each film in its five languages.

National CSOs (potentially several) will advise the producer on the content, messaging and script of each film and will assist it to liaaaise with affected populations.

**D. Thematic messages of the films**

<table>
<thead>
<tr>
<th>Film topic</th>
<th>Example messages</th>
<th>Target audience</th>
<th>Explanations and options for consideration</th>
</tr>
</thead>
</table>
| Produce 3 animated films on ethnicity (cultural, religious, linguistic, etc) | 1. Differential treatment of people on the basis of their ethnicity can have catastrophic consequences. It continues to fuel armed conflict and intercommunal violence in Myanmar.  
2. Acceptance of the equality of all people despite their ethnic differences is essential to resolving conflict and division.  
3. All persons in Myanmar have human rights and should be treated with dignity and without discrimination.  
4. A strong society protects its minorities and people in situations of disadvantage and vulnerability.  
5. Diverse societies are rich societies. | General population of Myanmar | Example: How hate speech online feeds misinformation/fake news and fuels discrimination and violence. Hate speech can claim lives.  
Example: How stereotype and discrimination create negative impacts to the life of members of ethnic minority groups or religious groups. |

**E. Schedule of deliverables and related payments**

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Due date</th>
<th>Related payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detailed assignment work plan with timelines</td>
<td>31.01.23</td>
<td>10 %</td>
</tr>
</tbody>
</table>
| Produce script, storyboard and final versions of one animated film on:  
1. **Acceptance of difference and ethnicity (cultural, religious, linguistic)** | 30.04.23 | 30 % |
| Duration: up to 3 minutes  
- Languages: Myanmar, Rakhine, Rohingya, Jing Paw, Shan  
- Subtitles: English, Myanmar, Jing Paw, Rakhine, Rohingya, Shan  
- Audio/podcast version of each video in all five languages  
- Sign language |
Produce script, storyboard and final version of one animated film on:

2. **Acceptance of difference and ethnicity (cultural, religious, linguistic)**
   - Duration: up to 3 minutes
   - Languages: Myanmar, Rakhine, Rohingya, Jing Paw, Shan
   - Subtitles: English, Myanmar, Jing Paw, Rakhine, Rohingya, Shan
   - Audio/podcast version of each video in all five languages
   - Sign Language

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>31.08.23</td>
<td>30%</td>
</tr>
</tbody>
</table>

Produce script, storyboard and final version of one animated film on:

3. **Acceptance of difference and ethnicity (cultural, religious, linguistic)**
   - Duration: up to 3 minutes
   - Languages: Myanmar, Rakhine, Rohingya, Jing Paw, Shan
   - Subtitles: English, Myanmar, Jing Paw, Rakhine, Rohingya, Shan
   - Audio/podcast version of each video in all five languages
   - Sign Language

<table>
<thead>
<tr>
<th>Date</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.11.23</td>
<td>30%</td>
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</tbody>
</table>

1. The impact of COVID-19 pandemic and the political crisis may result in amendment of the above delivery timelines.
2. ‘Production’ in this context is taken to mean engagement of actors, artists, locations, crews, equipment, editing studios, editors, technicians and translators.
3. All videos should undergo preliminary language and message screening by UNDP “reference group” before dissemination.

**F. Institutional arrangements**

Throughout the assignment, the producer will be required to consult with and follow the guidance of UNDP. UNDP will provide advice on content and will consult as appropriate with civil society organisations and UN partners.

Outputs are to be submitted to UNDP CSU Project Manager for review and approval. If changes or comments are requested, the company shall have 5 working days to incorporate the proposed changes.

**G. Technical Evaluation Criteria**

<table>
<thead>
<tr>
<th>1. Bidder's qualification, capacity, and experience</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1.1 General Organizational Capability which is likely to affect implementation</td>
<td>15</td>
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<tr>
<td>1.2 Specialized knowledge and experience on similar engagements in the region, ideally in Myanmar (evidence of previous, similar work provided)</td>
<td>15</td>
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<tr>
<td>2. Proposed approach</td>
<td>40</td>
</tr>
<tr>
<td>2.1 Strategic approach</td>
<td>10</td>
</tr>
<tr>
<td>2.2 All areas of assignment covered</td>
<td>10</td>
</tr>
</tbody>
</table>
| 2.3 Overall responsiveness to ToR
  - Suitability for Myanmar context and for respective target audience | 20     |
| 3. Management Structure and Key Personnel | 30     |

**H. Qualifications of the Successful Service Provider(s)**
1. Track record of at least three years’ successful operation in the media field in Myanmar, at least two of which in production of films and animations for national dissemination.

2. Ability to produce high quality animated films in Myanmar, Rakhine, Jing Paw, and Shan languages based on an approved storyboard.

3. Proven experience developing content pertaining to rule of law, access to justice and human rights issues in Myanmar, ideally including land rights, gender-based violence and corporate social responsibility. Demonstrated understanding of how these development issues affect women and vulnerable and marginalised groups.

4. Track record of similar assignments with international organisations.