



SCOPE OF WORK (SOW)

Production of 2D animation clips on

Explosive Ordnance Risk Education to promote the EORE knowledge

1. OVERVIEW

Catholic Relief Services (CRS) has been operating in Vietnam since 1994. In partnership with Government, Civil Society and Communities, CRS implements programs in 10 provinces/cities in Vietnam. The Vietnam Program has a diverse funding base in the sectors of Emergency, Disaster Risk Reduction (DRR) and Climate Change Adaptation; Disabilities; Mine Risk Education and Landmine Survivors' Assistance.

The project "Towards Sustainable Mine Risk Education for Primary and Secondary School Children" (SMRE) under Mine Action Program is being implemented from 2020 – 2024 in 5 provinces in Central Vietnam, including Quang Binh, Quang Tri, Quang Nam, Da Nang, and Thua Thien Hue (TTH) with the cooperation of provincial Departments of Education and Training (DOETs) in these five provinces, and the Primary Education Department of provincial Universities in Quang Binh, Quang Nam and Thua Thien Hue provinces.

At the national level, CRS signed a Memorandum of Understanding (MoU) with the Vietnam National Mine Action Center (VNMAC) to support the development of the national explosive ordnance risk education (EORE) Strategy and Standards, EORE communication materials, organization of EORE communication activities, capacity building for VNMAC staff, and facilitating exchange visits.

Under this partnership, an EORE digital library is being developed with the aim to support the work of VNMAC in disseminating information about EORE and promoting the EORE good knowledge and practice to Vietnam citizens in affected communities including teachers, students, parents. To enrich the content of the library and diversify the communication forms, CRS has the plan to develop five 2-dimensional (2D) animation clips covering the EORE themes, which are 1) Characteristics of explosive ordnance (EO); 2) Causes of EO accidents and prevention of EO accidents; 3) Consequences of EO accidents, 4) Responsible for EO survivors and people living with a disability and 5) Promotion of peace and anti-war efforts.

This is expected to be a useful material for anyone which is simple, friendly, easy to understand and easy to remember. The production of a set of 5 animation clips could be used as a reference for EORE communication material in the community, at school, or on social media.

2. TIME FRAME



The consultancy service will be provided within the time frame of July 3, 2023 – December 31, 2023.

3. OBJECTIVE

To develop a full package of 05 animation clips, with 01 clip for each of the 05 themes (1) Characteristics of explosive ordnance; 2) Causes of EO accidents and prevention of EO accidents; 3) Consequences of EO accidents, 4) Responsible for EO survivors and people living with a disability and 5) Promotion of peace and anti-war efforts.

4. APPROACH

A consulting firm will be hired to develop 05 animation clips as mentioned above. Each theme will be presented in one clip. Each clip will be 02-03 minutes in length. Full technical detail of the assignment is presented in Annex 1.

The approach will include but is not limited to:

- Desk study of the CRS Mine Action Program, SMRE project, and similar EORE products, including a set of 08 EORE animation clips for primary and secondary students.
- Consultation with CRS team members/Mine Action Program team members, and experts from VNMAC.
- Review and feedback process during the clip development and product improvement conducted through online or offline channels such as meetings, email, etc. with CRS and VNMAC.
- Utilization of the 2D Motion Graphic techniques in the production of the video. To ensure the desired quality, CRS requests a high-quality sample of a similar 2D Motion Graphic video [<https://www.youtube.com/watch?v=kH7-yOomrUg&t=5s>]. It is crucial that the final products exhibit an equivalent level of quality.

5. SCOPE OF WORK

5.1. Production of the video clips

The selected consulting firm is expected to perform the following tasks:

- Desk study on the Mine Action Program, SMRE project, and similar EORE products
- Join meetings with the Mine Action Program team and VNMAC focal person for detailed discussions on requirements, agreement on the way of working, and other issues that may come up.
- The Landmine expert, under the contract will be in charge of professional knowledge and ensure the contents shown in the video be aligned with the EORE guidelines.

- Develop the suggested outline in both Vietnamese and English for 05 animation clips for CRS and VNMAC to review and approve.
- Develop and finalize the storyboard, which visually represents each sense of the clips.
- Develop, revise, and finalize the video script based on the approved outline by CRS and VNMAC. The Consulting firm should provide the script in both Vietnamese and English. The final script shall be validated by the CRS Mine Action Program Manager and VNMAC, and only after the approval the production can start.
- Produce the video using 2D animation techniques and motion graphics created and owned by the Consulting firm.
- Add appropriate music, sound, voice-over, and other required elements. The Consulting firm should propose at least 3 options for voice-over actors for Mine Action Program/CRS team and VNMAC to select.
- The copyright of the music, images, and any elements used in the video should be clear and will not cause any copyright disputes when it is published on any digital platforms.
- In cooperation with CRS branding/co-branding elements appropriately in the production of the clip
- Maintain openness for feedback and commit to the agreed timeline.
- The final products of the service will be 05 animation clips (made into 10 copies) and each animation clip will have 02-03 minutes in length with two versions:
 - One version in Vietnamese with Vietnamese subtitles
 - One version in Vietnamese with English subtitles

5.2. Formats of the video and hand-over of files

The final files should be rendered and exported with the following requirements for format:

Format SD Files	Format HD Files	Format Ultra HD (4K) files	Original files/editable files	AVI format files
<ul style="list-style-type: none"> • H264 MP4 Hip level 3 at 10Mb/s • Resolution: 720*576, 25 pictures / 50 fields per second ("PAL") • Aspect ratio: 4/3 	<ul style="list-style-type: none"> • MOV (DV100) file, H264 MP4 • Resolution 1050i25 • Audio: Stereo 2.0 	<ul style="list-style-type: none"> • Resolution: 3840 x 2160 • Audio: Stereo 2.0 • 1 file for each product 	<ul style="list-style-type: none"> • Adobe Premier or other option which the consulting firm uses for the 	<ul style="list-style-type: none"> • Full resolution: 640x480 resolution • Contain both audio and video data in a file container that allows

or 16/9 (no letterbox, if transmission on EbS is intended) <ul style="list-style-type: none"> • Chroma 4.2.0 • Audio: Stereo 2.0 • 1 file for each product 	<ul style="list-style-type: none"> • 1 file for each product 		production process	synchronous audio-with-video playback. <ul style="list-style-type: none"> • Support multiple streaming audio and video • 1 file for each product
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If there are any other requirements for the file format to be published on digital platforms, the Consulting firm should fully support delivering the qualified product.

6. COPYRIGHT

- The final product is the property of the CRS/Mine Action Program and should be handed to the CRS/Mine Action Program and VNMAC after the production is completed.
- All rights and copyrights of the final products lie with CRS and VNMAC.
- Any results or rights thereon, including copyright and other intellectual or industrial property rights, obtained in the performance of the Contract, shall be owned solely by CRS.

7. DELIVERABLES AND TIMELINES

The contractor will deliver the following outputs:

Item	Deliverable	Deliverable requirements	Assignment Completion Percentage	Deadline
1	Final outline for 05 animation clips including static drawings of the characters and landscapes	<ul style="list-style-type: none"> - The outline in Vietnamese and English of the 05 clips finalized. - The scripts in Vietnamese and English of the 05 clips finalized. 	20%	12 working days after the contract signing date
2	Final script in both Vietnamese and English with approval from CRS/Mine Action	- Each animation clip presents separate knowledge and skills as presented in Part 1 following process:	10%	15 working days after the outlines finalized

	Program Team and VNMAC	+ Opening: Title of video, target audience, main objective, main content		
3	Final storyboard with approval from CRS/Mine Action Program Team and VNMAC with static drawings of the characters and landscapes	+ Providing knowledge + Providing/skill guidance + Role-playing/illustrating practicing skill + Conclusion: Key message + Closing: Logo of organizations (CRS + DOS)	10%	15 working days after the script finalized
4	Edit and Finalize 05 animation clips with CRS/Mine Action Program Team and VMMAC's approval	- All comments/feedback from CRS are cooperated well in the 05 video clips - CRS brand/co-brand integrated well in the clips - English subtitles are placed in the videos with the branding font and template	50%	65 working days after the video scripts were finalized
5	Handover of original/editable files, HD and SD files	Meets the requirements presented in Part 5.2.	10%	5 working days after the video clips finalized

All final products are to be submitted in Vietnamese with Vietnamese and English subtitles (*please refer to the requirement in item 5.1. Production of Video clip*). It is also noted that the delivery time is tentative and might be changed within the timeframe from July 3, 2023 – December 31, 2023 upon request from the CRS/Mine Action Program team and VNMAC. The consulting firm is required to meet the deliverable deadline of the above items. Penalties for delay shall be subjected to CRS's regulations and will be stipulated in the contract.

8. COORDINATION AND REPORTING

The consulting firm will report to the CRS/Mine Action Program Manager. During the assignment, the consulting firm will work and coordinate closely with:

- CRS/Mine Action Program Manager and VNMAC focal person in terms of technical issues
- CRS's Procurement Officer regarding quotations/proposals and

PO/contracts/agreements

- Work with Mekong Sub-regional Communication Manager on the branding aspect

All documentation is to be provided in English.

9. DESIRED QUALIFICATIONS

The consulting firm should have appropriate equipment and experience to produce animation clips. The consulting firm should also provide a team of experienced experts who possess relevant skills, expertise, and experience to conduct the assignment. The consulting firm is requested to showcase its ability and appropriateness for the job throughout the company profile, its previous animations, its experts' CVs, and proposed script or ideas for the storyline. The consulting team should include at least (1) 01 Landmine expert; (2) 01 Scriptwriter/content producer/editor; (3) 02 Motion Graphic Designers. The required profiles of the key experts for this contract are as follows:

Key Expert 1: Landmine expert

- Having education background related to Mine Action.
- At least 05 years of working experience in the mine action field with knowledge and experience in EORE.
- Having professional skills and experiences in making educational/teaching videos
- Proven experience in developing training materials.
- Ability to present ideas and implement ideas.
- Able to work well independently and in a team.
- Have the spirit to learn and listen to others
- Creative, careful in work

Key Expert 2: Scriptwriter/Content producer/Editor

- Having education background related to Journalism/ Communication / Marketing or similar
- At least 05 years of experience in writing scripts for communication video
- Language skills: Excellent English and Vietnamese language
- Ability to present ideas and implement ideas
- Able to work well independently and in a team
- Have the spirit to learn and listen to others
- Creative, careful in work

Key Expert 3: Motion graphic designers

- Having education background related to graphic design, motion graphic
- At least 05 years of experience and knowledge in making motion graphic video/ visual products
- Proficient in using Premiere Pro/ After Effects/ Final Cut Pro/ Illustrator/ Photoshop or similar
- Ability to present ideas and implement ideas



- Able to work well independently and in a team
- Have the spirit to learn and listen to others
- Creative, careful in work

10. APPLICATION REQUIREMENTS/SUBMISSIONS

- Technical proposal: The technical proposal needs to be in English and should include (1) All experts' CVs with a clear indication of the role of each expert in the team, (2) Business license and Company profile with at least 03 reference links of animation clip produced by the company for its previous clients, and (3) A work plan proposed the approach with brief ideas for 05 clips and timeline for this assignment.
- Financial proposal: Financial proposal should be submitted as a breakdown of costs. The price should be in Vietnam Dong with VAT included.

Method for submission:

The application should be signed, stamped, and sent to CRS at: vn_rfp1@crs.org

Closing date for submission: by 11 June 2023

ANNEX 1

Five themes of Explosive Ordnance Risk Education (EORE)

For the production of 2D animation clips

Theme 1: EO characteristics	<ul style="list-style-type: none"> – Present some characteristics of some typical types of EO - Present signs to identify areas where mines may be present.
Theme 2: Causes of EO accidents and prevention of EO accidents	<ul style="list-style-type: none"> – Present some dangerous situations of EO accidents and know how to protect themselves in such situations. – Analyze the causes and risks of EO accidents. – Identify a number of dangerous/ reject to participate in the dangerous situations involving EO and know how to protect themselves/ practice the refusal skills in those situations. – State and practice how to handle/deal with some dangerous situations related to EO. – Identify possible dangers to people who work as scrapers or trade war scraps. – State the basic provisions of the law on prevention of accidents of weapons, fire, explosions, and toxic substances. – Recognize the responsibility of citizens in preventing accidents with weapons, fires, explosions, and toxic substances. – To be able to prevent accidents of weapons, fire explosions, and toxic substances. – Criticize and fight against acts that pollute the environment and destroy natural resources such as using explosives for fishing or quarrying. – Remind and propagate family and community to proactively prevent accidents with weapons, fire explosions, and toxic substances. - Participating in propaganda to local people on measures to prevent pollution and protect the environment.

Theme 3: Consequences of EO accidents	<ul style="list-style-type: none"> – Can present the dangers and consequences of landmine/weapon accidents, fires, explosions, and toxic substances. – Can identify the causes of environmental pollution, and one of the causes is due to unexploded ordnance left over from the war. – Can present the dangers and consequences of accidents caused by EO which leftover from the war. – Can analyze psychological trauma; economic and physical losses caused by EO accidents. – Can analyze and evaluate illegal acts such as trading in explosives and weapons and legal liability in the specific situation mentioned above.
Theme 4: Responsible for EO victims and people living with a disability	<ul style="list-style-type: none"> – Respect the differences among people including those injured by EO, and disagree with discriminatory behaviors on individual characteristics, gender, ethnicity, and social status. – Establish relationships with the community, demonstrating a willingness to help and share with difficult situations, including those injured by landmine accidents. – Participate in volunteering and humanitarian activities and mobilizing/ encouraging friends to take care, sympathize, and share with others; criticizes selfishness and ignoring the people living with difficulties due to different causes, including the cause of EO accidents. – Develop and implement a personal plan to participate in the local volunteering activities, mobilizing/ encouraging relatives and friends to participate in these local volunteering activities.
Theme 5: Promoting peace, anti-war efforts	<ul style="list-style-type: none"> - Highlight the significance of peace in individuals' lives, communities, and the world as a whole. It should convey the message that peace is essential for a harmonious and prosperous society. - Devastate consequences of war, such as consequences of EO remaining after the war loss of lives, displacement, destruction of infrastructure, and the long-lasting impact on individuals and communities. It should create empathy and raise awareness about the horrors of war. - educate viewers about peaceful methods of resolving conflicts and promoting dialogue, negotiation, and compromise instead of resorting to violence. It should emphasize the value of diplomacy and mediation in maintaining peace.

- Encourage viewers to bridge divides, promote understanding, and foster tolerance among different cultures, religions, and communities. It should highlight the benefits of exclusivity, diversity, and unity in building a peaceful society.
- Inspire viewers to take individual and collective actions to promote peace. It should provide examples of peaceful initiatives, such as promoting education, social justice, and sustainable development, as ways to contribute to a peaceful world.

PHỤ LỤC 1

Yêu cầu nội dung đối với năm chủ đề về Giáo dục Phòng tránh tai nạn bom mìn

Sản xuất clip hoạt hình 2D

<p>Nội dung 1: Đặc điểm của vật liệu chưa nổ</p>	<ul style="list-style-type: none"> – Trình bày được 1 số đặc điểm của một số loại bom mìn vật nổ điển hình, vật liệu chưa nổ - Thể hiện dấu hiệu nhận biết khu vực có thể có bom mìn.
<p>Nội dung 2: Nguyên nhân tai nạn bom mìn và cách phòng tránh</p>	<ul style="list-style-type: none"> – Trình bày được tình huống nguy hiểm của tai nạn bom mìn vật nổ và biết cách tự bảo vệ trong các tình huống đó. – Phân tích được nguyên nhân và các nguy cơ gây ra tai nạn bom mìn. – Xác định được một số tình huống nguy hiểm/cần từ chối trong đó có các tình huống nguy hiểm liên quan đến bom mìn, vật nổ và biết cách tự bảo vệ/thực hiện kĩ năng từ chối trong các tình huống đó. – Nêu được và thực hành được cách xử lí/ ứng phó với một số tình huống nguy hiểm liên quan đến bom mìn, vật nổ. – Nhận diện được những nguy hiểm có thể xảy ra đối với những người làm nghề tìm phế liệu hoặc buôn bán phế liệu chiến tranh. – Nêu được quy định cơ bản của pháp luật về phòng ngừa tai nạn vũ khí, cháy, nổ và các chất độc hại.

	<ul style="list-style-type: none"> – Nhận biết được trách nhiệm của công dân trong việc phòng ngừa tai nạn vũ khí, cháy, nổ và các chất độc hại. – Thực hiện được việc phòng ngừa tai nạn vũ khí, cháy, nổ và các chất độc hại. – Phê phán, đấu tranh với những hành vi gây ô nhiễm môi trường và phá hoại tài nguyên thiên nhiên như sử dụng vật nổ để đánh cá hoặc khai thác đá. – Nhắc nhở, tuyên truyền cộng đồng chủ động phòng ngừa tai nạn vũ khí, cháy, nổ và các chất độc hại. – Tham gia tuyên truyền đến người dân địa phương các biện pháp phòng chống ô nhiễm và bảo vệ môi trường.
<p>Nội dung 3: Hậu quả của tai nạn bom mìn</p>	<ul style="list-style-type: none"> – Trình bày được sự nguy hiểm, hậu quả của tai nạn bom mìn/vũ khí, cháy, nổ và chất độc hại. – Xác định được một trong những nguyên nhân gây ô nhiễm môi trường là do bom mìn còn sót lại sau chiến tranh. – Trình bày được sự nguy hiểm, hậu quả của tai nạn bom mìn còn sót lại sau chiến tranh. – Phân tích được những tổn thương về tâm lý; về kinh tế, thể chất do tai nạn bom mìn gây ra. – Phân tích, đánh giá được các hành vi vi phạm pháp luật như kinh doanh thuốc nổ và vũ khí và trách nhiệm pháp lí trong tình huống cụ thể nêu trên.
<p>Nội dung 4: Đối xử với người khuyết tật</p>	<ul style="list-style-type: none"> – Tôn trọng sự khác biệt giữa mọi người bao gồm những người bị thương tật do tai nạn bom mìn, không đồng tình với những hành vi kì thị về đặc điểm cá nhân, giới tính, dân tộc, địa vị xã hội. – Thiết lập được các mối quan hệ với cộng đồng, thể hiện được sự sẵn sàng giúp đỡ, chia sẻ với những hoàn cảnh khó khăn bao gồm những người bị thương tật do tai nạn bom mìn. – Tham gia các hoạt động thiện nguyện, nhân đạo và vận động/khích lệ, động viên cộng đồng quan tâm, cảm thông và chia sẻ với người khác; phê phán thói ích kỉ, thờ ơ trước khó khăn, mất mát của người khác do nhiều nguyên nhân, trong đó có nguyên nhân do tai nạn bom mìn.

	<p>- Lập và thực hiện được kế hoạch của mình để tham gia các hoạt động thiện nguyện tại địa phương, vận động người thân và bạn bè tham gia các hoạt động thiện nguyện ở nơi cư trú.</p>
Nội dung 5: Yêu chuộng hòa bình, chống chiến tranh	<p>- Làm nổi bật tầm quan trọng của hòa bình trong cuộc sống của cá nhân, cộng đồng và toàn thế giới. Truyền tải thông điệp rằng hòa bình là điều cần thiết cho một xã hội hài hòa và thịnh vượng.</p> <p>- Hậu quả tàn khốc của chiến tranh, chẳng hạn như sự nguy hiểm, hậu quả của tai nạn bom mìn, vật nổ còn sót lại sau chiến tranh, thiệt hại về người, di dời, phá hủy cơ sở hạ tầng và tác động lâu dài đối với các cá nhân và cộng đồng. Tạo ra sự đồng cảm và nâng cao nhận thức về sự khủng khiếp của chiến tranh.</p> <p>- Giáo dục người xem về bảo vệ hòa bình để giải quyết xung đột và thúc đẩy đối thoại, đàm phán và thỏa hiệp thay vì dùng đến bạo lực. Cần nhấn mạnh giá trị của ngoại giao và hòa giải trong việc duy trì hòa bình.</p> <p>- Khuyến khích người xem hàn gắn sự chia rẽ, thúc đẩy sự hiểu biết và nuôi dưỡng lòng khoan dung giữa các nền văn hóa, tôn giáo và cộng đồng khác nhau. Nổi bật những lợi ích của sự hòa nhập, đa dạng và thống nhất trong việc xây dựng một xã hội hòa bình.</p> <p>- Truyền cảm hứng cho người xem thực hiện các hành động cá nhân và tập thể để thúc đẩy hòa bình. Cung cấp các ví dụ về các sáng kiến hòa bình, ví dụ như thúc đẩy giáo dục, công bằng xã hội và phát triển bền vững, như những cách đóng góp cho một thế giới hòa bình.</p>