

MAG Vietnam

Video Animation Consultant for Explosive Ordnance Risk Education for Children

TERMS OF REFERENCE

BACKGROUND AND INTRODUCTION

MAG is a non-profit, humanitarian organization working to help people affected by landmines and unexploded weapons live more safely.

We find and destroy landmines, cluster munitions and unexploded bombs in places affected by conflict. We also work to reduce the threat of armed violence and the impact of weapons on communities. Since 1989, we have helped over 20 million people in 70 countries.

With nearly 25 years' experience in Vietnam, MAG has a long history in the central provinces of Quang Tri and Quang Binh. MAG Vietnam teams have cleared more than 227 square kilometres of land within the two provinces to date – destroying over 382,000 items of explosive ordnance (EO). This work has benefitted over one million people living in two of the most contaminated provinces in Vietnam.

PURPOSE AND SCOPE OF THE CONSULTANCY

The overall objective of the consultancy is to assist MAG in producing animated videos for Vietnamese children 6-14 years old living in contaminated areas, with an emphasis on educating them about how to stay safe from explosives left over from the war.

MAG expects to work with the consultant on four animated videos, each lasting no more than two minutes. An animation series will be used in MAG's Explosive Ordnance Risk Education classes for children in Quang Binh and Quang Tri as well as on social media.

KEY TASKS AND OUTPUTS

The project will involve researching and developing creative and engaging animation concepts, storyboarding and scripting, designing the characters and visuals, and animating the videos.

Written below are points of responsibilities that the Video Animation Consultant is bind to complete:

- Drafting the concept for the storyboard, shooting, and editing purpose.
- Revising the concept when needed, based on the suggestions given.
- Editing both photos and videos following the final concept.
- Working on revisions for the video result when needed.
- Submitting the final video that has been approved and verified for publication.

Please find [this link](#) our key messages and existing materials for Risk Education for children for your reference.

MANAGEMENT AND TIMEFRAME

The consultant will work closely with and report to MAG Community Liaison Manager and Communications and Safeguarding Coordinator. Below is a tentative timeframe.

Activity

1. Design concept storyboard and prototype
2. Final design concept and serious production
3. Review and revisions
4. Final videos submission

Timeline

19-26 January 2024
26 February 2024
8 March 2024
11 March 2024

CONSULTANT SELECTION CRITERIA

The consultant shall have the following skills and experience:

- Has extensive experience in storyboard development, video animation production and video editing (work experience with NGOs and education agencies developing animation videos for children would be a plus)
- Has good experience in developing creative video creation for engagement
- Technical knowledge that includes creative process in script, storyboard, production editing to final artwork.
- Possess a consultative approach that is open to feedback
- Able to work under pressure and meet tight timelines without affecting the quality of the final video.
- Maintaining the highest possible professional, ethical and personal standards.
- Understanding of MAG's vision, mission and values, and commitment to uphold the MAG Code of Conduct and Safeguarding Policies as well as its Branding Guidelines throughout the consultancy

EXPRESSIONS OF INTEREST

Expressions of Interest should be submitted to **vietnam@maginternational.org**, by **31 December 2023**.

All expressions of interest should include:

- Up to date CV/Portfolio
- Quotation for the body of work breaking down fees and taxes
- A copy of business registration and confirmation that you can provide a VAT receipt