



Terms of Reference

Fundraising video - Can't Wait to Learn

About Can't Wait to Learn

Can't Wait to Learn (CWtL) proposes new (cost-) effective solutions to the urgent challenges facing education for children in emergencies. By utilising innovative technological solutions with a focus on serious gaming, CWtL builds on concepts which have been successfully piloted in Sudan (e-Learning Sudan) has ambitions to increase the number of children with access to quality education in mathematics in areas affected by conflict in Africa and the Middle East. In addition, reading and psychosocial well-being –focused materials have been introduced to the CWtL.

Developing fresh, interactive materials based on the national curricula, and creating effective partnership structures to distribute these, creates new opportunities for making education accessible to those children who have been excluded from education. Thus, increasing children's resilience and thereby, preparing them for a positive future. The CWtL project has started rollout in Lebanon, Jordan, Sudan, and Uganda.

Further information can be found at: www.warchildholland.org/cant-wait-to-learn

Purpose of the consultancy

War Child's Can't Wait to Learn is developing a video in 6 parts illustrating the various aspects which make the programme unique. The six parts will all have different content, but also different treatment, and we are aiming at using them separately or combined into one video. Can't Wait to Learn is currently scripting all six parts. The full video to be produced and finished as soon as possible and in any case before the end of 2018. The video(s) will be primarily used for visibility and fundraising purposes.

This ToR is looking for a consultant to complete Parts 1, 2, 3, 4 and 6 of the project as described below, and to fulfil aspects of Part 5. For Part 3, Can't Wait to Learn reserves the right to separately contract a supplier for the animation component, should this be more (cost-)effective. Part 5 will be filmed in country. For this, the successful candidate will design a briefing for the in-country film team, provide supervision, and conduct the final editing of the footage provided (see description of the tasks and responsibilities below).

Each of these videos should be between 1 to 2 minutes long maximum, and the full length video cannot be longer than 8 minutes (due to third party restrictions).

Content of the video per part

Part 1. Why?

Takes on the central purpose of delivering learning to children in places where formal education is not possible due to conflict. We tackle the importance of delivering learning to avoid lost generations due to war. It's a powerful and unarguable statement of why we do what we do.





Part 2. How?

Goes into the importance of technology at the heart of our model. Both in terms of its power as a scalable delivery mechanism for learning. As a driver of learning and data to inform future project efforts. If our first episode is highly emotive, this second episode feels more tech-driven and slick.

Part 3. The secret ingredient

Takes us on a human and creative journey. This is where we talk about the role of gaming, and the role of co-creation with the children who will play these learning games. This episode combines voiceovers from children with graphics from games, concept sketches, etc. It feels like a 100% animated short film within the overall film.

Part 4. Impact and Scale

Data driven. Here we combine video and photographic footage of delivery with overlays of text and graphics to emphasize key wins. We include layers of motion graphics to showcase our most powerful results.

Part 5. Learning

A candid straight to camera film, where we hear from CWTL program leaders and from educators in the field. (separate ToR, given that most of these will be filmed in country).

Part 6. Make it happen

A high-speed fly through all the critical parts and dependencies of the project, setting up the need for more funding.

The filmmaker candidate will:

- Produce 4 filmed videos and 1 animated video (parts 1, 2, 3, 4 and 6) according to Can't Wait to Learn briefing and script
- Edit these 5 videos to a finished product
- Define the briefing for Part 5 based on Can't Wait to Learn scripts
- Edit Part 5 to fit within the same style/template as the others to a finished product
- Finalise the extra editing if needed on the full length video (regrouping all parts)

Specification

All videos to meet the following criteria:

- Filmed in English
- Based on approved script as delivered by Can't Wait to Learn team
- Filmed in high quality format
- Delivered both in high quality format and online/social media quality, as separate parts + as a whole
- Include voice over recordings where needed
- include relevant subtitling where needed

Payments

Billing on invoice after delivery of finished videos. Partial invoicing based on deliverables as the project advances to be discussed.





Copyright, patents and other proprietary rights

WCH shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks. Any use of the material will require written approval from War Child.

Child Safeguarding

This assignment will involve working with children. For this reason:

- The successful candidate's references and background checks will be carried out in conformity with War Child Holland's Child Safeguarding Policy.
- The successful candidate will be briefed on and required to sign a Child Safeguarding Statement as a measure of their commitment to protect children.
- The successful candidate will be required to comply with War Child's informed consent regulations. This includes photographing only those children (and where necessary, their parents) who have given informed consent.

Required skills and experience

- 5 years of professional experience with a proven professional record in working in the field of filmmaking and communication; experience in working with children organizations is an asset.
- Fluency (written and spoken) in English, Arabic is an asset
- Demonstrated experience in producing complex video projects for funding purpose
- Demonstrated experience in designing and animating powerful infographics to illustrate complex concepts and ideas
- Experience working in a multicultural and multi-lingual team
- Reliability to meet deadlines by demonstrating flexibility and proactivity

Submission

To submit an application for this ToR, please include:

- A brief application, including work plan, indication of work space and equipment. No more than 3 pages.
- A link to easily accessible online work samples.
- A CV of each the member of the team.

For any questions, please contact <mailto:tenders.cwtl@warchild.nl>

Evaluation:

Quotations will be evaluated on the following basis:

1. Compliance and understanding of the terms and conditions in this ToR.
2. Technical and artistic quality of online work samples submitted.
3. Price and value of money
4. Time effectiveness, in term of the time taken to mobilize, produce and complete post-production operations

