

TERMS OF REFERENCE

Project title: Improved Access to Public Services (IAPS) through Civil Registry Reform

Description of Assignment: Civil Registration Awareness: Animation Videos, Banner, and Media Promotion

Duration: 4 months September – December 2024

1. Background information

UNDP Tajikistan with the financial support of the European Union (EU) implements the “**Improved Access to Public Services (IAPS) through Civil Registry Reform**” in close partnership with the Ministry of Justice (MoJ) of the Republic of Tajikistan to improve the accessibility of basic public services for rights holders. Civil registration (CR) is the continuous, permanent, compulsory, and universal recording of vital events.¹

In Tajikistan, the Civil Registration System (CRS) plays a pivotal role in providing accurate and accessible data on vital events, including births, marriages and deaths. The lack of identity documents, safeguarded by SDG 16.9 and the Universal Declaration on Human Rights, exacerbates the rights of individuals to exercise their human rights.² To support the President’s 2024 agenda, a year of legal enlightenment, the project aims to use animations to address the challenges and increase population awareness about their rights within the CR context.³

Among the existing challenges, there exists a gender gap in civil registration rates, particularly in remote areas. The registration rate for girls under the age of 5 is 88% compared to 92% for boys in the same age group.⁴ Due to cultural preference for boys, the prejudice against girls continues to make them invisible in the eyes of the Government, expose them to vulnerabilities, and limit opportunities.

The other challenge is related to the lack of interoperability among services generating data of state institutions on vital life events which impedes the obtaining of reliable human development statistics, impacting SDG reporting and hindering data-driven decision-making. At the moment UNDP is developing the CR portal to support MoJ’s efforts in improving the quality of services and integration with IT products of other state institutions so the population’s personal information adheres to standards of confidentiality and integrity.

To address these challenges, UNDP is embarking on a multimedia campaign. This campaign will leverage animation videos and a banner to effectively communicate the significance of Civil Registration to increase the population’s awareness about gender-related barriers and the CR portal. The animation videos will focus on the human lifecycle within the future CRS framework and existing gender disparity. This focus aligns with the project's commitment to addressing gender-specific challenges within civil registration and promoting the visibility of vulnerable groups, particularly girls and women.

¹ *Principles and recommendations for a vital statistics system*. (2001). United Nations, Department of Economic and Social Affairs.

² *Sustainable Development Goal Target 16.9 (“legal identity for all, including birth registration, by 2030”)*

³ *Address by the president of the Republic of Tajikistan, H.E. Emomali Rahmon “on major dimensions of Tajikistan’s domestic and foreign policy.”* Address by the President of the Republic of Tajikistan, H.E. Emomali Rahmon “On Major Dimensions of Tajikistan’s Domestic and Foreign Policy” | Embassy of the Republic of Tajikistan to the Republic of Turkey. (n.d.). <https://mfa.tj/en/tajembankara/view/14089/address-by-the-president-of-the-republic-of-tajikistan-he-emomali-rahmon-on-major-dimensions-of-tajikistans-domestic-and-foreign-policy>

⁴ *Tajikistan TJ: Completeness of birth registration*. CEIC. (n.d.). <https://www.ceicdata.com/en/tajikistan/population-and-urbanization-statistics/tj-completeness-of-birth-registration>

2. Objective of the assignment

The primary objective of the assignment is to leverage animation videos as a powerful communication tool to advance the goals of the project and contribute to the broader communication initiative during the campaign.

The specific objectives include:

- a. Contribute to the 2024 agenda- legal enlightenment- set by the President of Tajikistan, by fostering an understanding of civil registration processes and their significance through media mechanisms.
- b. Develop compelling animation videos to effectively communicate the significance of Civil Registration, emphasizing its role in ensuring accurate and accessible data on vital events.
- c. Banner placement on Dushanbe central building to raise awareness about the vital role of CR in safeguarding human rights and gender disparity registration rates.
- d. Strategically plan and execute a media promotion campaign utilizing animation videos to reach a wide audience in both urban and remote areas. *

**In the offer include the names of the news/media agency, bloggers/ public figures and other partners you plan to engage in the implementation of the assignment.*

3. Scope of work

The organization will be responsible for implementing the following tasks:

I. PRODUCTION AND PROMOTION OF TWO ANIMATION VIDEOS

Preparatory works for two animation videos

- Pre-production meeting with the project and the Ministry of Justice to align the visions and expectations.
- Scriptwriting: Draft scripts focusing on the “Human lifecycle within the Civil Registration System” (CR portal) and “Invisible Girl”, ensuring clarity.
- Incorporate local cultural elements, such as traditional clothes and customs. This will help to make the videos more affiliated with the target audience.
- Ensure that the content, storyline, theme, characters, setting and language are Tajik-specific.
- Translate the scripts into English, Russian and Tajik languages, maintaining linguistic coherence and cultural relevance.
- Develop detailed storyboards for two animations, illustrating key scenes and transitions.
- Provide voiceovers for the animations in English, Russian, and Tajik, ensuring clear and pleasant narration.
- Develop sound designs for both animation videos, enhancing the overall licensed audiovisual experience.
- Visibility/ branding: Each video should highlight the work of UNDP and EU contribution using the correct placement, format of logos and mentioning the title of the initiative.

Two animations

a) Illustration and Motion Design - *Human Lifecycle Video/ CR portal:*

Produce a 2–3-minute 2D animation video depicting the lifecycle of an individual within the Civil Registration System (CR portal). The animation video should be addressed to a wide public audience and should have a simple and clear storyline incorporating the mandatory registration requirements of the national civil registry system:

- Duration: 2-3 minutes
- Format: HD 1080p
- Languages: Russian, Tajik, and English
- Subtitles: Russian, Tajik, and English
- Size: 1920x1080

- Elongation: 16:9
- Audio: AAC,192 kbps,48 kHz, Stereo

b) Illustration and Motion Design - *"Invisible Girl"* animation aligned with the 2024 16 Days of Activism against Gender-Based Violence campaign:

Produce a 2–3-minute 2D animation video portraying the story of an "invisible" girl who becomes visible. The video should highlight the importance of CR, gender disparities, and making the invisible visible under the SDG 16.9 agenda. The story follows a girl with two alternative life scenarios: one without CR certificates and another with CR documents (birth, marriage), and an understanding and exercising of her rights. The animation video should be addressed to a wide public audience and should have a simple and clear storyline incorporating traditional elements of Tajikistan society:

- Duration: 2-3 minutes
- Format: HD 1080p
- Languages: Russian, Tajik, and English
- Subtitles: Russian, Tajik, and English
- Size: 1920x1080
- Elongation: 16:9
- Audio: AAC,192 kbps,48 kHz, Stereo

Promotion of the animations:

- Draft 2 articles (1 article per 1 animation) for placement in the media agency
- Execute media promotion activity through a post on a media/news agency's platform in Russian, Tajik, and English. Each post should include an animation, ensuring proper highlighting of EU and UNDP's work.
- Boost the posts on media social pages on Facebook and Instagram for a wider reach.
- Provide a report with statistics of the reach, attaching the screenshots.

II. PUBLIC ART BANNER

Creating and placing a banner:

- The banner should highlight the importance of women's rights, with a focus on civil registration.
- Agree the vision and the draft with the UNDP and MoJ
- Collaborate with the illustrator to create visually striking public art, similar to the style of the developed animations.
- Print it in a banner/billboard format.
- The banner must ensure proper highlighting of EU and UNDP's work: logos or text.
- Place it on the building located in the center of Dushanbe with a busy avenue/ high-traffic corridors for a period of at least 12 months. Agree on the placement with the relevant city administration body.

Promotion of the banner artwork:

- PR plan with text and visual components must be submitted for review of the project in Russian and English.
- Collaborate with 10-15 influential bloggers/ public figures.
 - The bloggers' content should target a youth audience and promote awareness about the importance of the Civil Registration System.
 - The public figure should be perceived as credible and trustworthy, their public image should align with the values of UNDP. Consider diversity in terms of gender, language, age and background.
 - At least ten (10) posts and ten (10) reels in total increasing public awareness of the population, especially youth, in the context of CR:
 - Boost the posts and reels on media social pages on Facebook or Instagram for a wider reach targeting the youth.

- The posted materials should ensure proper highlighting of EU and UNDP's work: tags, hashtags, or text of acknowledgment.
- At least ten (10) stories on their Instagram pages
- Provide a report with statistics of the reach and audiences' feedback, attaching the screenshots.

III. REPORTING

1. Elaborate the **final report** with the following chapters:
 - Introduction with the defined problem and goals
 - Stages of work
 - Results
 - Monitoring and Evaluation with Key Performance Indicators:
 - Reach and Engagement
 - Media Dissemination/ Shares
 - Public figures Partnerships
 - Overall Campaign Impact
 - Cost-effectiveness
 - Provide recommendations for future media campaigns based on the campaign's successes and challenges.
 - Conclusion
 - Attachments (e.g., presentations, feedback, statistics, developed designs, photos, post texts and links, videos)
2. Create a cloud space where all attachments are held and insert the links in the report.

4. Deliverables and Timeframe

#	DELIVERABLES	INDICATIVE DEADLINE
1.	1. Two (2) scripts in English, Russian and Tajik 2. Two (2) storyboards 3. Two (2) animations with illustrations, motion and sound design, voiceovers, in English, Russian and Tajik with subtitles in respective languages 4. Two (2) media articles prepared, posted and boosted	November 20 2024
2.	1. Banner placed in Dushanbe city center building for at least 12 months 2. PR plan for the promotion of the social theme of the banner artwork in English and Russian 3. 10 stories on the banner theme on the bloggers' pages, 10 posts, and 10 reels on their feed with a boost 4. Final report with clear stages of work, results, reach and engagement indicators, recommendations in English and Russian	December 20 2024

5. Required qualifications for company/organization

Interested bidders should meet the following requirements:

1. At least 2 years of experience in developing and implementing media campaigns (a list of similar projects implemented should be attached to the portfolio of the company)
2. Availability of key qualified staff with proven competencies for the delivery of services meeting the requirements of the present ToR (CVs shall be attached)⁵:
 - **1 coordinator:**
 - 5 years of experience in coordination/management of similar art and media projects

⁵ The bidder can propose less or more staff (with a strong justification), however only the minimum number of staff required by this ToR, 3, will be evaluated.

- At least 2 years of experience working with international organizations and government agencies.
 - Knowledge of Tajik and Russian, English is an asset.
 - **1 author/ scriptwriter (samples of work must be attached)**
 - 3 years of experience in scriptwriting in Tajik or Russian
 - Knowledge of Tajik and Russian, English is an asset.
 - **1 illustrator- motion designer (samples of work must be attached)**
 - 4 years of experience in the 2D animation creation
 - Knowledge of Tajik and Russian
3. The company must have experience in multimedia production and promotions delivering high-quality work on time and within budget. **(at least 2 recommendation letters to be attached, written no later than 2021 covering the latest completed assignments)**

6. Timeframe

The services under this sub-project shall be provided by the Contractor for 4-months and shall be fully completed no later than **December 31, 2024**. Any changes in the timeframe of the implementation of this sub-project will be negotiated between UNDP and the selected company in writing if otherwise fail to be accepted. Only after preliminary agreement between the parties and receipt of a written agreement, a change will take effect.

7. Reporting

Contractor is responsible for providing a final performance report. The programme and financial statements shall comply with the requirements set out in the Contract signed by the Contractor and UNDP.

The organization should provide UNDP with all photographs and other visual materials collected during the project. Printed and electronic versions of reports should be transmitted to UNDP. The electronic version of the report must be saved in MS Word format. The title page of any document should contain the project title, the name of the author/s the logos of UNDP Tajikistan and the donor agencies.