Invitation for Quotation

Series of 9 animated Y-Adapt instructional videos for facilitators

September 2020

Outline
The Red Cross Red Crescent Climate Centre would like to have nine partly animated instructional videos for the Y-Adapt curriculum.

Y-Adapt Background
‘Y-Adapt’ (https://www.weadapt.org/knowledge-base/y-adapt) is an interactive, games-based curriculum inspiring youth-led action. Through its participatory design, the programme has been directed towards empowering young people in countries most heavily impacted and vulnerable to climate change. Seven sessions build on each other to explore key concepts of climate change, extreme weather, hazards and vulnerabilities relevant to participants’ communities, developing awareness of integrated approaches to promote risk management. Experiential learning and dialogue strengthen understanding and engage youth in developing and implementing their own community action plans to reduce climate-related risks, adapt and become more climate resilient. The programme is structured by 3 phases - learning, action and sharing:

If a Red Cross Red Crescent National Society or other partner wishes to use Y-Adapt, the current process is to undergo an in-person training of facilitators. This is a thorough, yet time - and resource intensive process.
The purpose of this consultancy is to **create a series of instructional animated videos for facilitators**. These videos need to explain each session and simulate the games and activities visually to complement the written instructions in the facilitation guide. The videos will be designed to replace the in-person training, as well as act as a refresher tool for trained facilitators. With increasing global demand from Red Cross Red Crescent national societies and partner organisations for Y-Adapt, this approach aims to enable Y-Adapt to go to scale.

**Scope of work**

**Description**
- 9 instructional video summaries of how to run each Y-Adapt session, explaining the objectives of the session and visually simulating the games, activities and learning outputs using animation, supported by motion graphics and live action as needed.
- Videos to be used as instructional videos to support facilitators from all over the world to run the Y-Adapt programme; and / or videos to support trained facilitators to retain and refresh their Y-Adapt knowledge.

**Content**
- Each of the 6 sessions, plus the action phase in the facilitation guide, plus the specialist session will be made into a video, totaling 9 videos.
- The videos will convey the information as follows
  - a. [Sessions 1-7](https://www.weadapt.org/knowledge-base/y-adapt) - for instructional videos 1 - 7
  - c. [Specialist Session](https://www.weadapt.org/knowledge-base/y-adapt/specialist-session-experience-the-environment) - for instructional video 9
- All videos should have an attractive and recognisable intro and outro, including specific logos and text

**Length and type of content**
- Each Y-Adapt session delivered in person lasts an hour. It is proposed that each instructional video will be approximately 10 minutes long to show and explain clearly how to facilitate the session. If all information from a session can be effectively conveyed in less than 10 minutes that will also be acceptable.
- Videos will include animated versions of the games and activities so facilitators can visualise how they work. In this regard they will be a complement to the current facilitation guide. However, **videos can include a mix of animation, motion graphics and live action to convey messages in a cost-effective manner.**
Copyright
The created videos will be the property of the Red Cross Red Crescent Climate Centre. We will make them available with a Creative Commons Share Alike copyright license.

Process
The selected creative agency will work closely with the Climate Centre to refine the content, style and composition of the video.

Additional considerations
• Language: English voice-over and texts; with the possibility of translating it later into other languages.
• Videos should work in low bandwidth settings.

Role of creative agency
• To develop the creative concept for the videos
• To write the script (audio and visual) and scene by scene outline; draft version to be shared and discussed with the Climate Centre
• To produce the agreed upon videos in English
• To allow for 3 rounds of edits on the product

Deliverables
• Final deliverable: nine videos of approximately 10 minutes each, in an MP4 format.

Timing
The proposed videos are to be finalised as soon as possible, and no later than December 4th.

Response required by October 4, 2020
To apply please provide a proposal of no more than 5 pages that demonstrates:

- A clear understanding of the brief
- Sketches of possible animation designs
- Details of the key people who will work on the project
- A proposed budget and breakdown, ideally with various options based on how much animation, motion graphics and live action is included
- A proposed timetable
- A portfolio of previous projects

To apply
Please submit your proposal to: application@climatecentre.org.
The deadline for applications is **midnight CEST on Sunday 4 October.**

If you have any questions on this assignment, please contact [http://application@climatecentre.org](http://application@climatecentre.org)

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