



Oxfam in Laos – Call for proposals

Terms of Reference for Video Animation

Background

Oxfam is an iNGO that has been operating in Laos for more than 20 years and works to deliver a country strategy that focuses on sustainable livelihoods, humanitarian assistance, governance and civil society, and gender and diversity.

In recent times, we've been posting videos on to [Youtube](#) about the projects Oxfam is implementing. One particular video we currently want is a general overview and introduction of what Oxfam in Laos has done and currently does in Laos, as well as, describing our strategy and goals. For more information about Oxfam's vision and work, please check out the addendum at the end of this document, our [website](#) and , and also our Youtube [channel](#).

Desired output – single animated video

We want to present a short animated video clip that can be used as an introduction to our organization, vision, work, and strategy. The video clip should be catchy and inspire our fans, partners, people we work with, donors and the local audience.

The video needs to be:

- 2-4 minutes in length
- Lao language verbal narration and subtitles in both English and Lao
- social media friendly
- appealing to a diverse online audience
- non-offensive and respectful of Lao culture
- high resolution (1080p)
- simple, to the point, and easily understood
- needs to present what Oxfam does in Laos

Initial Concept Idea:

- To have character driven stories that help us illustrate how Oxfam projects and programs improve the lives of the characters.
- We are open to creative approaches to animation. If you have a different concept that would help us achieve the goal of presenting our work in a creative way, please feel free to suggest it.

For reference material, please refer to our [website](#), Facebook [page](#), and also our Youtube [channel](#).

Scope of work

- Preparation of a storyboard.
- Preparation of a creative concept on visuals, theme, and tone of voice for the animated video production.
- Preparation of the script.
- Creation of the animated video.
- Inserting voice over Lao narration and subtitle text in English and Lao.
- Production/procurement of appropriate background music (Oxfam must have the final rights to use all content freely).
- Do revisions based on Oxfam's feedback.

All of these steps will involve continuous liaising with Oxfam in Laos.

Timelines

- **Deadline for submission of proposals: December 27 2018**
- Selection of service provider: 1st week of January 2018
- Finalizing the storyboard / creative concept together with Oxfam in Laos: 1st week of January 2018
- First draft of the video: 1st week of February 2019
- The final production, ready for distribution: End of February 2019

Terms & conditions

- The quotation should include all costs related to the assignment.
- The copyright of all creative work will be the property of Oxfam.
- Oxfam must have the final rights to use all content freely. There must be no conflicts.
- Upon receipt of an invoice, payment will be released as follows:
 - Signing of Contract: 50%
 - Final production (upon acceptance by Oxfam): 50%

Eligibility criteria

- A video production company or a freelance video producer with a proven record of animated video production.

Submission requirements

For this call for video services production, please include the following:

1. Detailed quote including an all-inclusive fee and costs.
2. Background information on you and your team including your experience with video production. Please include links to videos you've created.
3. How much time you think you will need. Please note that we have included our own timeline but this is negotiable.
4. Video storyboard and concept explanation.

Selection

Please note that the proposal will be evaluated based on its quality, cost-effectiveness, and the level of creativity.

Please submit your proposal by the 27th December, 2018, no longer than 4 pages, in English, to info.oxfamlaos@oxfam.org.

For any questions, please contact: info.oxfamlaos@oxfam.org

Addendum

Oxfam's vision is of a Laos in which all citizens – particularly women, the marginalised and discriminated groups – are able to claim their right to access opportunities and resources so as to overcome all forms of poverty and injustice.

In the period from 2015-2019, Oxfam in Lao PDR will work to realise substantive changes in the lives of women and men living in poverty in the Lao PDR, with women at the centre of all our work. In Laos, Oxfam works with a variety of partners that range from government and civil society organisations to corporate and research institutes.

Oxfam in Laos works in four domains of change:

1. Citizen Participation and Civil Society Development:

We believe a vibrant, effective and credible civil society sector is essential. Multi-dimensional capacity-building can help give rise to civil society organisations that can engage and influence their government and corporate sector on a principled and sustained basis.

An essential part of building a credible civil society is to ensure that it legitimately represents poor and marginalised people and that its advocacy agenda is based on their needs, as well as backed up by solid evidence derived from research and development practice.

2. Gender Justice

We believe that, for substantive and durable transformation to occur, change needs to take place at different, mutually reinforcing levels. We want to see more deprived and marginalised women securing greater, more sustained access and control of productive resources. We want them to have the opportunity to become organised and mobilised around their specific needs, to challenge discrimination, to claim their rights and to live free from violence. In particular, marginalised young women living in poverty will be empowered to raise their voices and claim their rights.

3. Resilient communities

We believe that addressing existing vulnerabilities, mitigating hazards and risks, and adapting to the impact of climate change requires whole-system capacity-building and transformation. At the foundation of these efforts are women and men in poverty, who must have access to the relevant information and resources so that they are enabled to address their situation, improve their level of preparedness and their capacity to respond to disaster events, innovate in their livelihoods and reduce their vulnerability.

4. Sustainable Development and Responsible Investment

We believe the commitment of the corporate sector towards accountable, inclusive and just growth requires strong communities and a strong civil society as a whole, capable of engaging with the corporate sector and holding it accountable. This, in turn, requires ensuring an environment of governmental policy and practice conducive to the success of capable communities and civil society organisations. In addition to this, a more effective regulation of foreign investment is required.