



TERMS OF REFERENCE

Consultancy: **TECHNICAL CONSULTANT** for ASCEND Multimedia Production
Reporting to: ASCEND Project Coordinator
Period: June 2021 – November 2021 (6 months)

BACKGROUND

The ASEAN Standards and Certification for Experts in Disaster Management (ASCEND) project seeks to create a regionally recognised certification scheme for professions in disaster management to ensure and promote higher standards and quality in managing disasters in the region. ASCEND can also help identify competent disaster management professionals in the region with a strong capacity to manage disasters to reduce the loss of life, respond effectively, recover more quickly, and decrease disaster risks throughout the ASEAN region wherever possible.

The AHA Centre is implementing the ASCEND project for three years in collaboration with the Korean National Fire Agency (KNFA) of the Republic of Korea. The project will be critical for the development of ASCEND since the AHA Centre will focus on the pilot application of the ASCEND Framework in identified ASEAN countries, which will be selected voluntarily. The objectives of the ASCEND are as follows:

- A. To enhance the capacity of the ASEAN countries in the implementation of ASCEND.
- B. To establish regionally recognised competency standards and assessment process covering five professions in disaster management.
- C. To improve the capacity of the AHA Centre to serve as the ASCEND secretariat.
- D. To promote understanding of the ASCEND Framework among the ASEAN Member States (AMS) and other sectors in ASEAN in preparation towards the inclusion of ASCEND into the ASEAN Mutually Recognised Agreement (MRA).

OBJECTIVE, RESPONSIBILITIES, AND DELIVERABLES

A. Objective

The ASCEND project is preparing various technical documents and communications material to implement the pilot ASCEND programme, including the ASCEND Toolboxes for 5 (five) ASCEND professions, microsite and short promotional video. A competent design consultant will be hired to support the design and execution of the above initiative. Visually attractive design incorporating both functionality and aesthetic are required from the consultant to ensure high

visibility of the initiatives and convey messages better to various stakeholders and broader audience.

For the **toolbox documents**, design templates for covers and contents and layout guidance (text font, text size, spacing, colours, etc.) of the toolbox documents need to be developed. The design templates for the toolbox will consist of the following:

1. 1 template with 14 different covers for ASCEND certification scheme documents;
2. 1 template with 2 different covers for ASCEND certification Standard Operating Procedure (SOP) documents;
3. 1 template with for Assessor's Manual documents;
4. 1 template for Trainer's Manual documents;
5. 1 template for Learning Guide documents and one template for presentation material.
6. 43 different covers for documents in point 3,4,5 above.

To better disseminate the toolbox documents, a **microsite** designed to improve the accessibility of the documents is needed. Hence, aside from the well-designed toolboxes documents, the consultant/firm is required to create a microsite that will host all documents and various information about ASCEND and support their dissemination to wider audiences.

Simultaneously, the ASCEND project will develop two promotional videos about ASCEND certification to expand the project's external outreach, consist of **one promotional video** and **one tutorial video**. Under the AHA Centre's guidance, the consultancy group/agency/firm will develop and produce ASCEND multimedia materials. Reporting to ASCEND Coordinator, the communications consulting firm will also coordinate with the AHA Centre Communication Officer and other key personnel of the project.

In summary, the consultant is required to provide design and development support for:

1. Template design for Toolbox documents (see above for details)
2. Design and development of ASCEND Microsite
3. Design and development of promotional videos (two videos)

B. Responsibilities

The following are the responsibilities of the Technical Consultant for ASCEND Multimedia Production:

1. Support ASCEND Project Management Team (PMT) to produce consistent and well-designed templates for ASCEND toolbox documents. The layout and design should comply with the AHA Centre's and donor's communications guideline.
2. Train and support the ASCEND PMT and Toolbox consultant to correctly and effectively implement the design templates into the documents.

3. Develop strategies for the ASCEND microsite to engage broader audiences. The strategy should be consulted with ASCEND PMT and AHA Centre Communication Officer. The microsite design should align with AHA Centre's and donor's communications guideline.
4. Design and build the ASCEND microsite. The microsite will contain the overview of ASCEND Project and become the repository for ASCEND Toolbox documents.
5. Develop storyboards to capture for long and short video (approximately 5-minute and 2-minute videos) about the overview of ASCEND project and tutorial videos on the ASCEND certification scheme and process. The whole video development process must be consulted with the ASCEND PMT and AHA Centre's Communication division.
6. Conduct the pre-production planning and support the creative direction, filming, equipment, possible interviews, animation, and crew to produce the ASCEND videos.
7. Work with related stakeholders to arrange production setting and plan, gather project requirements and review progress at all stages from the pre-production to video delivery.

C. Deliverables

No	<i>Output/Deliverable</i>	Timeline	Payment %
1	Submission of comprehensive and detailed design concept and project timeline for ASCEND Toolbox documents, microsite and videos to be reviewed by AHA Centre.	2 weeks after contract signing	20%
2	Submission of the final design for ASCEND Toolbox documents templates. The final design should be approved by the AHA Centre.	Max. end of July 2021	20%
4	<ul style="list-style-type: none"> - Submission of the ASCEND Microsite prototype (high fidelity wireframes) to be reviewed by AHA Centre. - Submission of storyboard drafts and scripts for ASCEND videos to be reviewed by the AHA Centre. 	Max. end of August 2021	10%
5	- Final product of ASCEND Microsite accepted and approved by the AHA Centre.	Max. end of October 2021	20%
6	Submission of final products of ASCEND videos approved by the AHA Centre. Videos submitted include: <ul style="list-style-type: none"> - ASCEND Introduction Video - ASCEND Certification Tutorial Video 	Max. end of November 2021	30%

REQUIREMENTS FOR CONSULTANT

The consultancy group/agency/firm needs to have the following technical requirements:

- A. Consultancy group/agency/firm works in the area of communications and multimedia production with proven track records in graphic design, video production, and web design. Prior experience with ASEAN projects or International organisations/companies is preferable.
- B. The consultancy group/agency/firm should provide qualified personnel for graphic design, web design, and video production for undertaking this assignment. The consultancy group/agency/firm should provide an official letter confirming the ability to provide their qualified human resources along with the team members' detailed CV. The personnel of the consultancy group/agency/firm are expected to uphold principles of objectivity, integrity and free of conflicts of interest with the AHA Centre and ASEAN.
- C. The consultancy group/agency/firm shall provide their past products and portfolios (at least 7 (seven) year of experience) in multimedia production (graphic design, web design, and video production).
- D. The consultancy group/agency/firm must describe how it will address/deliver the demands stated in this TOR, providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance that will be put in place while demonstrating that the proposed methodology will be appropriate to the context of the work.

TIMELINE

Due to the current pandemic situation that may still restrict travels, the AHA Centre and the consultancy group/agency/firm will agree upon the best working arrangements reflected in the inception report. This consultancy work is expected to be completed within a maximum of 6 months, from June to November 2021.

APPLICATION PROCESS

The interested consultancy group/institution must provide sufficient information in the proposal to demonstrate compliance with the above requirements. The proposal shall be written in English and shall include all the requirements as specified in the above section "Requirements", as a minimum:

- A. Letter of Interest
- B. Consultancy group/institution profile and portfolios outlining relevant qualifications, accreditation, years and depth of experience in line with the above-mentioned requirements
- C. CVs of the project leader as well as team members
- D. A summarised description and examples of work on the previous specific and similar projects
- E. A proposal which at least consists of:
 - Background and objective

- Approach and method
- Team member composition
- Consultancy timeframe and deliverables
- Project risk management
- Project implementation budget for implementation, including detailed fee breakdown by each activity,

Interested applicants may apply by sending your application to procurement@ahacentre.org

The Selection Panel's decision is final, and only shortlisted candidates will be notified. Incomplete submissions will not be considered.
