

UNESCO Bangkok

Call for Proposal

Terms of Reference

Type of Contract: Contract for Services or Individual Consultant
Contract Duration: 1 January 2021 – 31 March 2021 tentatively
Closing date: 27 November 2020, 18:00 hrs Bangkok Time

The United Nations Educational, Scientific and Cultural Organization (UNESCO) Office in Bangkok is looking for a contractor to develop a series of awareness raising videos on the linkages between intangible cultural heritage (ICH) and education.

Background

The video series aims to highlight the importance of integration of ICH in education and the actions can be taken by various groups of stakeholders. The primary audience of this set of awareness raising videos are teachers, education managers, decision-makers in the education and culture fields, and the local communities. Further audience is the general public. The possible list of topics could include:

- A. What is intangible cultural heritage (ICH)?
- B. Why and how to safeguard ICH?
- C. What does it mean to teach with ICH in schools?
- D. Why teaching with ICH?
- E. How to teach ICH in education: suggestions for teachers
- F. How to support teaching with ICH in education: suggestions for education managers and policy makers
- G. How to connect ICH to schools: suggestions for communities

Assignment

Within the framework of Safeguarding intangible cultural heritage in formal education in the Asia and the Pacific project, under the authority of the Director of UNESCO Bangkok, and the direct supervision of the Head of the Culture Unit of UNESCO Bangkok, the contractor will undertake the following activities:

- 1.1. Propose appropriate format for the awareness raising videos on the integration of intangible cultural heritage in education.
- 1.2. Create the series of videos in English that present in a public-friendly way the main messages developed by UNESCO on the integration of intangible cultural heritage in education:

(a) Review messages and publication provided by UNESCO to understand the key issues and language concerning the various topics on the interconnection between ICH and education;

(b) Edit the messages with professional journalist skills to make them more suitable for awareness raising purposes;

(c) Develop visual recommendations and final moodboard in the form of 3 to 5 frames per film (characters, set design, main props) and of the totality of the edited message for review by UNESCO;

(d) Deliver to UNESCO the videos suitable for use in multiple settings (e.g. the social media platforms, international symposium, meetings, online), ensuring the clearance of copyrights of all materials used. The videos are to be produced in a way that can be adapted to different languages, either via voice over or sub-titles.

Deliverables and timeframe

By 31 January 2021, Moodboard in the form of 3 to 5 frames per film (characters, set design, main props) and of the totality of the edited message for videos in English;

By 28 February 2021, the contractor will submit to UNESCO: First version of the videos in suitable format;

By 20 March 2021, the contractor will submit to UNESCO: Final version of the videos in both public and editable formats and all copyrights clearance.

Duty Station and Travel

Home-based.

Qualifications, experience and competencies

- Experiences working in the field of communications with proven expertise in the creation and dissemination of digital content;
- At least 5 years of experiences in content production (audiovisual, graphics, etc.), creative design and editing;
- Excellent technical capacities to ensure smooth and high-quality production;
- Experience with international organizations and multilateral agencies would be an asset.

Application:

Interested organizations/individuals are invited to submit to UNESCO Bangkok the application package including:

- A cover letter illustrating how the tasks will be carried out;
- A detailed organization portfolio/individual CV with examples of previous production work (online portfolios and links to video work preferred);
- A detailed quotation.

Application package is to be sent **no later than 27 November 2020**, 18:00 Bangkok time (GMT +7).

To the attention of:
Chief of Culture unit
UNESCO Bangkok Office
E-mail: culture.bgk@unesco.org

Only short-listed companies/organizations will be contacted.