



## Terms of Reference Video Production Consultant

### InSIGHT2 PH Project: Skills Needs Anticipation (SNA) Guidance Manual Infographic Video Production

#### Background

The ILO has been implementing a regional project called Industry Skills for Inclusive Growth (InSIGHT2), and the Philippine component activities focuses on strengthening skills measures for human resources to enable and sustain the transition to a greener economy and address other future skills requirements. These should contribute to enhancing employment prospects and enhance resilience to recovery from socioeconomic crisis conditions, ultimately improving the lives for all especially young women, men and vulnerable people.

The InSIGHT 2 in the Philippines aims to carry forward the pioneering work on green skills and green jobs, and show strategies and pro-active response measures to best address the transitions in the labour market, including adapting to various future skills requirements. In one of its' components, the focus is on enhancing **Skills Needs Anticipation (SNA)** methodologies to make Technical and Vocational Education and Training (TVET) delivery system more responsive to labour market demands.

The TESDA recognizes that the identification of current and future jobs and skills is becoming more challenging. They see the need to review their current approach to ensure that they provide information on future skills needs and improve the responsiveness of the skills system to meet labour market needs while reducing future skills mismatches. In this context, the ILO responded to support TESDA in strengthening their existing approach in skills demands anticipation within the framework of labour market-centred demand and supply.

Through the InSIGHT2 project, continuous support was given to the TESDA Planning Office in the piloting of sectoral SNA process in the ITBPM and Construction Sector. The report findings will be used to develop enhanced Labour Market Information Reports and the policies & programs to better address occupational supply and demand requirements, in consideration of Future of Work (FoW) and 4<sup>th</sup> Industrial Revolution (4IR) transitions, including greening transitions.

With the completion of the first batch of SNA reports by the TESDA team (with the support of the ILO expert), a guidance manual on the SNA process conducted was further developed to support the internal and regional roll-out of the methodology across respective TESDA units and the promotions to other TVET national partners. To ensure that this is broadly communicated and included in the latest TESDA events, learning sessions and advocacies, the information on the SNA process and methodologies, now being adopted by TESDA, would need to be in a more relatable format/medium. This would mean packaging the information into communication / knowledge products which can include (but not limited to) an infographic video, short video teasers and downloadable e-versions of the SNA Process Guidance Manual. These knowledge products will be very useful in the final phase of the SNA support under the InSIGHT2



project, which would aim to deliver learning sessions and enhance internal capacity of TESDA to fully utilize and mainstream the SNA approach in Agency's plans, programs and operations.

## References

- Final draft SNA reports on Construction and ITBPM
- Draft SNA Manual
- Various ILO reference documents on implementing the SNA process
- Similar ILO videos as treatment peg (ie <https://www.youtube.com/watch?v=NrNQzCjI8A4>)
- ILO brand icons, infographics and colours including video designs
- Communications guidelines for both ILO and TESDA

## Objectives/Purpose

This TOR aims to engage the services of a national consultant/service provider to undertake the:

Production of the knowledge product, an Infographic AVP (3mn) focused on the stepwise process of conducting a Skills Needs Anticipation process for specific industry sectors. This will be based on the content of the TESDA SNA Guidance Manual, and ILO references on the SNA methodology.

Consequently, a teaser AVP may likewise be produced, based on the Infographic AVP content. This will frame the available video messages of support and relevant testimonials to be provided by the TESDA and the ILO.

The Infographic AVP will be used for awareness-raising & learning sessions, to introduce the SNA methodology to different stakeholders and audiences. Further, TESDA and other partners, may use the same AVP as intermission filler during events, and/or uploaded to the websites, or other means of advocacy dissemination.

It should be formatted for display online and offline, in a format readable by large screens, TV monitors, laptops and mobile devices (tablets and phones)

## Scope of tasks

Specifically, the national consultant/service provider is expected to perform the following tasks:

1. Finalize with the InSIGHT2 Project team the Concept Brief
2. Consolidate all available references and materials that will be used as direct assets or references for the AVP
3. Prepare and finalize the AVP script, storyboard & scenes for approval by the Project Team
4. Develop/create the assets needed based on the approved
5. Execute post-production processes (includes non-linear editing, assembling, editing, mixing, voice over recording, etc)
6. Rough cut submission for review and revision. Work/re-work on revisions are required.
7. Submit a final cut version of the AVP, in the required formats as agreed and in compliance

with the ILO communications guidelines.

## Deliverables (Outputs)

Expected output for this assignment is as follows:

1. A master file of the 3mn video animation including voice over+ captions
2. A master file of the 3mn video animation with voice over but no captions
3. A lighter version of the video file with voice over but no captions in MP4 for YouTube and online dissemination
4. An International version file of the video animation+music with no close caption and no voice over for potential localization

Minimum output specifications:

- Include the logos of the TESDA and ILO at specified locations / instances of the AVP
- Frame size: 1920 x 1080 pixels and 1280 x 720
- Frame rate: 25 frames per second

All other output details to be agreed upon with the Project team, and in accordance with ILO Branding & Communications Guidelines and prevailing industry standards. These will be included in the inception notes which will form part of the terms in the contract.

Full copyright of the video and all designs submitted will rest with the ILO. In consideration of this, the following details will likewise be included and agreed upon, additionally:

- The extent of implementing ILO's branding guidelines, vis-à-vis the implementation partner, TESDA
- Avoidance of copyright issues, through measures such as, but not limited to: (a) use of original music for the AVP, or obtain copyright and submit proof of purchase and certificate; (b) all graphics and images used are original

## Indicative work breakdown and schedule

Timeframe / Duration of Engagement: To follow typical production schedule of 6-8 weeks (including feedback & revisions) upon start of contract.

## Fees/Contract value and payment schedule

A submitted financial proposal (quote) based on a full package price (VAT exempt), all-inclusive to cover professional fees and other requirements needed to complete the work is expected from the consultant/service provider. No travel is foreseen for this engagement.

The financial proposal must include a breakdown of costs, as much as possible. As this is a lumpsum, no other payment will be made by the InSIGHT2 Project other than the full cost indicated, once agreed and finalized in the service contract / purchase order.

Payments will be made, following the agreed progressive output milestones:

- 1st payment : 30 per cent, upon approval of concept brief and storyboard.
- 2nd payment: 5 per cent , upon submission of the 'rough cut' for feedback and revision.
- Final payment: 20 per cent upon complete turn-over of all final outputs and master/original files.

## Coordination requirements

- The consultant/service provider will participate in the discussion meetings as scheduled and agreed with the InSIGHT2 Project.
- Direct coordination will be handled by Georginia Pascual and/or Rico Misa, for clarifications and other related queries.
- As required, interfacing and coordination meetings can be arranged by the InSIGHT2 project with the ILO Manila - Communications Officer and selected representatives of the implementation partner (i.e. TESDA Officers), to support the development process of the consultant/service provider.

## Administration, reporting and additional stipulations

- The consultant will adhere to the scheduled activities as provided by the project team.
- The project will not be able to provide other costs or amenities other than those indicated in this TOR.
- The consultant will be responsible for ensuring that gender issues are mainstreamed into all work, (i.e. through the collection and reporting of sex disaggregated data, explicit discussions of the gender dimensions of the technical work, whenever possible).
- It is assumed that the Consultant has obtained any clearance that might be required to undertake this assignment.

## Qualifications, experience and competencies

Field of Expertise/Thematic Area: Development Communications, IEC Assets and Multimedia Production, Motion graphics animation.

The consultant/service provider should have at least five years notable track record in video production projects and an excellent portfolio of similar works in accordance with industry standards. Previous experience in working with a UN or similar video production project is an asset.