



PLAN
INTERNATIONAL



CONSULTANCY TERMS OF REFERENCE

CONTENT WRITING, GRAPHIC DESIGN, AND NARRATION SERVICES

Main Facts Table	
Request for Proposal (RFP) Reference	Consultancy Service for Content Writing, Graphic Design and Narration
RFP launch date	9 th April 2024
ToR clarification date	3:00 PM to 4:00 PM, 12 th April 2024 (See meeting link in submission of offers clause)
Deadline for submission of offers	24th April 2024

Submission of offers to (Myanmar.Procurement@Plan-international.org)

1. Background Information on Plan International

We are Plan International; we work with children and girls in over 80 countries to help create a world where we are all equal.

We work together with children, young people, supporters and partners to strive for a just world, where we are all equal. To do that we tackle the root causes of the challenges and inequalities that children and young girls face. We're there for children from birth until adulthood and we enable children to prepare for and respond to crises and adversity.

About the commissioning office

Plan International Myanmar has been implementing life-changing humanitarian and development programmes in marginalized communities since 2012. We believe in the power and potential of every child but know this is often suppressed by poverty, violence, exclusion and discrimination. And it is girls who are most affected. Working together with children, young people, supporters and partners, we strive for a just world, tackling the root causes of the challenges girls and vulnerable children face. We support children's rights from birth until they reach adulthood, and we enable children to prepare for and respond to crises and adversity. We drive changes in practice and policy at local and national levels using our reach, experience and knowledge. We won't stop until we are all equal.

2. Background/Context

The AAP/CE project in Myanmar, funded by UNOCHA-MHF, aims to enhance humanitarian accountability by strengthening the involvement of affected individuals and communities through a dedicated Accountability to Affected People/Community Engagement Working Group ([AAP/CE WG](#)). As part of this initiative, the existing AAP Online Course has been revised by the AAP Online Course Review Taskforce, formed with colleagues from the AAP/CE Working Group who are actively committed to voluntary participation throughout the development process.

The taskforce has developed the **Guidebook for the Introduction to Accountability to Affected Populations** to map out the online course outline, which will guide the consultancy service throughout the course restructuring and content development. Once the contents, graphics, and narration are ready to upload the online course, the consultancy service is expected to work closely with another web developer consultancy service to upload the course to the [Talent LMS Platform](#). They will also be responsible for testing the course and gathering feedback from key stakeholders (shown at [Heading - 7](#)).

The finalized course resulting from these efforts will complement the work of humanitarian workers, enabling them to utilize the knowledge gained from the course in their daily work and ensure that the voices of affected communities are heard, and assistance is tailored to their needs. The course will be available free of charge and accessible in the Myanmar language on the Talent LMS Platform.

3. Description & Objectives

Purpose

The purpose of this ToR is to procure content writing, graphic design, and narration services for the development and enhancement of the AAP Online Course, including the adaptation and replacement of existing course content with a focus on the Myanmar context.

Users

The online course users will consist of aid workers from humanitarian organizations across Myanmar, as well as individuals interested in gaining knowledge about Accountability to Affected Populations.

4. Deliverables and Timeline

Key Deliverables

- Developed the detailed outline of course contents under supervision from Plan International Myanmar.
- Written course materials, including modules, lessons, quizzes, and assessments based on the documents that Plan International Myanmar provided.
- Graphic design and illustrations for the course materials.
- Audio recordings for narration on each episode of module and video subtitling into Myanmar Language

Scope of Work

- Developing course materials in Myanmar language, including modules, lessons, quizzes, and assessments with the guidance from Plan Myanmar.
- Designing visually engaging course materials, including illustrations, infographics, and layout design.
- Recording high-quality audio narration for course content and video subtitling in Myanmar language.
- Contents and design revision may require providing based on the recommendation and feedback from Plan International Myanmar and AAP Online Revision Taskforce

Timeline

The individual consultant or service agency may require crafting, rephrasing or creating attractive content for the document, named "Introduction to Accountability to Affected Population (AAP)" which has approximately 45 pages within **30 days (about 4 and a half weeks)** starting from **6th May 2024 to 6th June 2024**.

Data Privacy and Data Managing

Plan International Myanmar acknowledges the importance of data privacy and protection. During the course developing, the consultancy service will have access to potentially sensitive community data and information. It is paramount that all collected data is handled in strict compliance with applicable data protection regulations. They shall ensure that data collection, storage, and processing adhere to the highest standards of privacy and security.

5. Budget

Given the sensitivity of procurement processes and regulations, the exact budget cannot be disclosed at this stage. However, we aim to provide as much detail as possible within the timeline and deliverables sections, offering estimated durations and quantities where applicable.

The consultant should outline additional details in their RFP including:

- Estimation of the budget versus the total word count or number of content pieces needed.
- Consideration the number and complexity of visuals required and required budget
- Factors in potential stock photo or licensing costs.
- Voice acting rates based on script length and desired experience level.
- Additional costs for audio editing or studio recording (if needed).

A detailed payment schedule is provided below, outlining key milestones and corresponding payment percentages. This installment-based approach ensures payments are made upon the achievement of specific project deliverables rather than as one lump sum.

Table of Payment Schedule

Milestone	Detail	Amount to be Paid (%)	Expected Timeframe
Initial Deliverables	Submission of detailed proposal and sign the contractual agreement	20%	6 th May 2024
Progress Review	Submission of draft course materials for review and feedback	30%	22 nd May 2024
Final Deliverables	Submission of final course materials and other deliverables	50%	6 th June 2024

Note: Payment percentages and timeframes are subject to negotiation and will be detailed in the final contractual agreement.

6. Expected qualifications of Consultancy Services

Applicants that are interested to apply should meet the following criteria:

- Possesses understanding and knowledge of ethical and safeguarding practices in media, particularly regarding the respect, protection, dignity, rights, and safety of children and program participants.
- Demonstrates experience in content writing, graphic design, and narration, with a focus on humanitarian training or education, and knows how to incorporate safeguarding principles.
- Strong communication skills are essential for clear understanding and collaboration.
- Proficiency in the Myanmar language.
- Familiarity with AAP principles and the humanitarian context is preferred.

7. Collaboration and Engagement

The consultant service will collaborate closely with the following people throughout the contract period while regular engagement will be maintained, including updates on activities, challenges, and progress achieved:

- National AAP Coordinator
- Communication Team
- Web Developer Responsible for uploading the course to Talent LMS Platform
- Safeguarding and PSEHA Specialist
- ICT manager
- AAP Online Course Review Taskforce (comprising 8 colleagues from various humanitarian organizations)

8. List of documents to be submitted with the Request for Proposal (RFP)

- Detailed response to the RFP/ToR
- Ethics and safeguarding approaches, including any identified risks and associated mitigation strategies
- Proposed timelines
- CVs
- Example of previous work
- Reference
- Detailed budget, including daily fee rates, expenses, etc.
- Any relevant certifications, credentials, or memberships related to content writing, graphic design, or narration.
- Any additional information or documentation that the consultancy service believes is relevant to the RFP/ToR

All consultants/applicants agree/follow and adhere to Plan International's Non-Staff Code of Conduct, Non-Disclosure Agreement, Global Safeguarding Policy PO General Terms & Conditions and Anti-Fraud Global Policy.

9. Submission of Offers

Interested Service Providers (Agencies/Individuals) should submit an **Expression of Interest for Empanelment to Myanmar.Procurement@Plan-international.org** on 11th April 2024 and then **final financial proposal** not later than 24th April 2024, 5:00 PM by describing on the subject Line for Application: **“Consultancy Service for Content Writing, Graphic Designs and Narration”**

Interested service providers are encouraged to contact the above email address for their interest.

- a) To contact for expression of interest to above email is 11th April 2024 with CV or business profile.
- b) ToR clarification meeting will be conducted with interested service provider **on 12th April 2024 at 3:00 PM to 4:00 PM via MS team.**

[Join the meeting](#)

Meeting ID: 386 777 202 107

Passcode: 2gWJEs

- c) Deadline for financial proposal submission: 24th April 2024, 17: 00 PM.
- d) The selection process will be conducted in the 4th week of April 2024.
- e) The expected starting period of the project is the 2nd week of May 2024.

10. Evaluation of offers

Shortlisted suppliers may be invited to discuss their proposals in more detail at Plan’s discretion.

Plan International, at its sole discretion, will select the successful supplier.

Plan international shall be free to:

- Accept the whole, or part only, of any submission
- Accept none of the proposals
- Republish this Request for Quotations

Plan International reserves the right to keep confidential the circumstances considered for the selection of the offers.

Part of the evaluation process may include a presentation from the supplier.

Value for money is very important to Plan International, as every additional £ saved is money that we can use on our humanitarian and development work throughout the world.

Plan International may award multiple contracts and all contracts will be non-exclusive.

11. Contract & Payment terms

Please note that, if successful, Plan International’s standard terms of payment are **14 days (about 2 weeks)** after the end of the month of receipt of invoice, or after acceptance of the Services, if later.

12. Plan International’s Ethical & Environmental Statement

The supplier should establish environmental standards and good practices that follow the principles of ISO 14001 Environmental Management Systems, and in particular to ensure compliance with environmental legislation

13. Safeguarding and Prevention Sexual Harassment, Exploitation and Abuse

Plan International is committed to creating a safe environment for children and programme participants, including promoting child and programme participant safe practices, approaches, interventions and environments which respect, recognize and respond to the specific safeguarding needs and the different protection risks faced by children and programme participants based on their gender and other identities. We will challenge and do not tolerate inequality, discrimination or exclusion.

Consultancy Service has been obliged to sign off Global Safeguarding, PSHEA Policy, Code of Conduct, Data Privacy Policy and Data Handling Procedure. He/she acquires a sound knowledge of Plan's safeguarding procedures and ensures that all activities are carried out in line with Plan's policies including content of illustrations, and process are not to be put at risk to all Children and Programme Participants, and respected and protected their dignity, rights, and safety.

14. Clarifications

The onus is on the invited individual/companies to ensure that its offer is complete and meets Plan International's requirements. Failure to comply may lead to the offer being rejected. Please therefore ensure that you read this document carefully and answer fully all questions asked.

If you have any queries in relation to your submission, or to any requirements of this RFP, please email: [<Myanmar.Procurement@Plan-international.org>](mailto:Myanmar.Procurement@Plan-international.org)

Thank you for your proposal