Readvertisement-Call for Proposals
Organization or Legal Entities
Development and Dissemination of Podcasts

Organizational unit:	**UNESCO Antenna Office in Yangon**
Duty Station:	**Yangon, Myanmar**
Type of Contract:	**Contract for Service - Authors (Organizations or legal entities)**
Tentative Duration:	**April 2025 – December 2025**
Deadline:	**4 May 2025 17:00 Hours (Yangon time)**

Issued Date:21 April 2025

1. Background:

UNESCO is actively involved in the Global Partnership for Education–Education Sector Programme Implementation Grant (GPE-ESPIG) programme. The primary objective of this programme is to ensure that the most marginalized children, including those who are out-of-school or at risk of dropping out, gain access to quality learning opportunities. By acquiring essential skills, build resilience, continue their education, these children can improve their overall well-being. The GPE-ESPIG programme consists of three key components:

- Access: focuses on facilitating safe and equitable access to learning for children and youth in Myanmar.
- Quality: aims to ensure quality teaching and learning experiences for children and youth in Myanmar. This involves strengthening the capacities of education personnel and fostering context-responsive, equity-focused learning resources and modalities that adapt to the evolving situation.
- System Strengthening: places emphasis on strengthening systems, management, coordination, and monitoring related to education in Myanmar.

Through the ESPIG program, UNESCO aims to address the needs of both pre-service and in-service teacher education under ESPIG Outcome Area 2: Ensuring quality teaching and learning for children and youths in Myanmar by strengthening the capacities of education staff and fostering context-responsive, equity-focused learning resources and modalities adapted to the evolving situation. To achieve this, UNESCO launched Myanmar Teacher Platform (MTP), which offers continuous learning opportunities by providing access to quality teaching materials, videos, and other resources in a safe and secure environment. This platform has been widely utilized by teachers and educators from various affiliations. Under ESPIG Outcome Area 2 (in-service teacher), UNESCO is committed to supporting teacher professional development helping teachers grow and improve their professional skills through different modalities.

Leveraging technology through innovative ideas, UNESCO plans to bring podcasts which are easy to access, flexible and powerful tool to uplift and empower teachers as well as equip with

essential teaching competencies Therefore, UNESCO is seeking an institution, organization, or firm to create podcasts which are informative and engaging helping teachers feel more confident in their teaching abilities. The selected institution, organization, or firm will be responsible for disseminate the podcasts on UNESCO's platforms and network with local teacher communities.

2. Work Assignment:

Under the overall authority of the Director of UNESCO Regional Office in Bangkok (hereinafter called UNESCO Bangkok), the direct supervision of the Head of UNESCO Antenna Office in Yangon and in close collaboration with Responsible Officer. The objective of this assignment is to develop 70 podcasts in Myanmar language and disseminate podcast series to local teacher communities. The Contractor shall perform the following tasks:

2.1 Digitalization of the Podcasts

- Write clear, engaging, and target-appropriate scripts for each podcast episode based on the content provided from UNESCO.
- Ensure the scripts are inclusive, culturally sensitive, and linguistically appropriate for the target audience.
- Record/ shoot high-quality audio using professional equipment and techniques.
- Edit and produce each podcast episode, incorporating music, sound effects, and other audio elements as needed.
- Ensure final audio files are clear, engaging, and free of errors or distractions.

2.2 Dissemination of the Podcasts

- Develop a dissemination plan to raise awareness of the podcast series among the target audience.
- Utilize social media and other communication channels to promote new episodes and encourage engagement.
- Monitor and collect feedback from users to continually improve the content and delivery of the podcasts.

2.3 Follow the requirements of the manuals, guidelines and intellectual property rights:

a. Ensure that the podcast scripts comply with the UNESCO Style Manual (2004 version available at https://unesdoc.unesco.org/ark:/48223/pf0000141812) such as terminology, abbreviations, acronyms and format of footnotes, etc.

b. Streamline UNESCO's gender strategy, ensure the Guidelines on Gender-Neutral Language is applied throughout the online course (https://unesdoc.unesco.org/ark:/48223/pf0000377299).

c. Secure the intellectual property rights by using the "permission consent form" (provided by UNESCO) to obtain a written authorization from the original source of work when include the third-party materials and inform them regarding UNESCO Open Access Policy.

d. Ensure that no plagiarized or self-plagiarized material is published without appropriate acknowledgement of the source.
e. Provide a proper credit or citation to the original work of the third-party materials. For any materials created by author, the "Source: author" should be placed underneath aforementioned materials.
f. Use standard audio editing software most suitable for the production and finalize in the later stages of development. Recommended software includes Adobe Premiere Pro and Final Cut Pro.
g. Propose to and agree with UNESCO on the selection of the audio's voiceover(s) (if needed) and cast and record the voice-over narration in Myanmar language based on UNESCO's final decision. Secure the authorization from the narrator on behalf of UNESCO by using the Grant of Rights form.
h. Suggest a choice of background music to UNESCO and obtain necessary usage rights on the final choice. Synchronize voice-music-images/mix sound (Grant of Rights form to be provided by UNESCO).
i. Ensure that the podcasts are in full compliance with the international copyrights policy to avoid any illegal consequence as outlined in the 'general terms and conditions' which annexed in this contract.
j. Provide transcripts for each podcast episode to ensure accessibility for individuals with hearing impairments to UNESCO review and feedback.
k. Strictly treat the podcasts confidential, and the rights of distribution will reside solely with UNESCO.
l. Strictly meet the committed deadline.
m. Provide audio format with the following specifications:

Item	Technical specifications				
	Ratio	Codec	Frame Rate	Audio bitrate	Audio Format
Audio	N/A (audio-only)	MP3 (most common) or AAC		64 kbps (standard) to 128 kbps (high quality)	**Audio Format:** MP3 or AAC **Sample Rate:** 44.1 kHz (standard)

3. **Deliverables and Timeline:**

All deliverables must be submitted with original, editable files, as well as high-resolution versions of final products (if applicable) to UNESCO. The assigned tasks must be submitted by the following deadlines.

Deliverables	Deadlines
1. Submit the content plan outlining key themes, topics, formats and objectives for each podcast episode.	16 May 2025
2. Submit clear, engaging, and target-appropriate scripts for 70 podcasts, ensuring inclusivity and cultural sensitivity.	30 June 2025
3.Submit the detailed plan for promoting the podcast series, including strategies and channels for dissemination targeting 1,200 teachers.	31 July 2025
4. Submit draft 35 podcasts (#first batch), ensuring inclusivity and cultural sensitivity.	31 August 2025
4. Submit draft 35 podcasts (#second batch), ensuring inclusivity and cultural sensitivity.	30 September 2025
5. Submit final version of a total of 70 podcasts in high-quality audio format.	30 November 2025
6. Submit the report on the implementation of the podcast promotions including collection of user feedback on podcast episodes.	31 December 205

4. Specialized Knowledge/Experience

Organization/Legal entities

Required Qualifications
- A proven track record of at least 3 years experiences in educational content development, production and dissemination such as podcasts and online courses.
- Proficiency in audio production, including script writing, recording, editing and post- production.
- Experience in using various communication channels (social media, newsletters, etc.) for promotion and engagement.
- Ability to deliver high quality work within specified timelines.

Desirable Qualifications:

- Previous experience international organizations, and/or the UN organizations are preferred; and
- Demonstrated ability to work collaboratively with various stakeholders, including UNESCO, subject matter experts and educators.

Personnel/staff who will implement the activities.

Required Qualifications:

- A bachelor's degree in education, communication, media, digital media or related field.

- Proven experience in creating educational content, including scriptwriting, and developing engaging materials for digital media.
- Experience in recording, editing and producing high quality audio and video content.
- Experience in conducting surveys and analyzing feedback to inform content development.
- Ability to use the digital platform for content distribution and engagement.
- Ability to manage timelines, deliverables and ensure the project stays on track.

Desirable Qualifications:

- Previous work on similar podcasts series or digital educational projects and
- Previous experience specifically with out of school children and youth in the context of Myanmar will be an advantage.

5. How to apply

Interested institutions/organizations/firms are invited to submit in writing to the UNESCO Antenna Office in Yangon:

a) Technical Proposal clearly referencing "Call for proposal_ development and dissemination of podcasts" indicating 1) qualifications and experiences that make suitable for the assignment, 2) the methodology/ approaches and workplan to be adopted to carry out the assignment, 3) detailed CVs of the team for the assignment, 4) profile of the organization, 5) two referees; and

b) Financial Proposal indicating all project expenses related to the implementation period.

UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in terms of the criteria in the Terms of Reference, UNESCO shall select the proposal that offers the Organization the best value for money.

Your application should reach yangon@unesco.org by email no later than 17:00 Hours (Yangon time) on 4 May 2025.

Only short-listed institutions/organizations/ firms will be contacted.