

Terms of Reference | Digital Consultancy, E-Learning Illustrations & Videos

Project: E-learning on International Mine Action Standards (IMAS)

Project Manager: Advisor for Capacity Development for National Mine Action Standards (NMAS) and Compliance

Date: 07 October 2020

BACKGROUND

The Geneva International Centre for Humanitarian Demining (GICHD) works towards reducing risks to communities stemming from explosive ordnance, with particular focus on mines, cluster munitions, other explosive remnants of war and ammunition storages.

International Mine Action Standards (IMAS) provide the basis for National Mine Action Standards (NMAS). They aid National Mine Action Authorities (NMAAs) in tailoring standards on best practices within the industry to their national contexts with the aim of improving the effectiveness and efficiency of their mine action programs and ensure the safety of and confidence in their products, processes and outputs. GICHD extends IMAS outreach globally and works with NMAAs to increase their understanding of and commitment to IMAS provisions.

The IMAS are the main guide for the development of National Mine Action Standards (NMAS), Standard Operating Procedures (SOPs) and training material in mine action. IMAS follow the format of the International Organization for Standards (ISO) and draw on the three main treaties in international law which deal with landmines, ERW and cluster munitions.

DESCRIPTION OF THE ASSIGNMENT – IMAS E-LEARNING COURSE

Project Summary

Standards and Operations Division (SOD) is developing an e-learning module on International Mine Action Standards (IMAS).

The IMAS training package is key in disseminating knowledge about the IMAS and further enrich its understanding amongst the mine action community.

The key objectives of the course are:

- To increase the awareness of the IMAS framework, its governance and scope, as well as its latest developments and their relevance to different countries and organisations and the governance of national programs;

- To enhance the understanding of how to develop IMAS compliant NMAS and Standard Operating Procedures (SOPs).
- To disseminate information on the most recent IMAS terminology and support a common understanding within the sector;
- To emphasise the interlinkages between risk management, information management and quality management in support of evidence-based decision-making processes and effective mine action programming.

The objectives of the assignment are:

- Developing the digital platform and course.
- The course should be interactive including quizzes, scenarios etc.
- The courses should have a strong visual design including videos, infographics, etc.

The module is scenario-based and interactive, with the aim of introducing IMAS across a range of different activities.

The module presents different fictional scenarios. GICHD is provisionally looking for 8-10 animation videos of 30 to 60 seconds each that could be used to illustrate the four different scenarios in the module. The animation videos will represent visually those fictional scenarios, which take place in different geographical and cultural environments. For example, scenarios may be based on real cases from mine-affected countries such as Afghanistan, Ukraine, or Cambodia. Additionally, we are looking for 30-40 illustrations to accompany the different scenarios and be integrated into the e-learning module. They can be taken from the animation videos or developed separately. The total number of animation videos and illustrations may be modified, dependent on the financial proposal of the selected individual / company.

Target Audience

The e-learning module will be used before GICHD's global and regional training to introduce participants to the topics of IMAS. The participant groups target adult learning for junior to senior level professionals working in National Mine Action Authorities of different states and field operators on ground. Therefore, the audience will be diverse mix of cultures and backgrounds. The illustrations and video animations will be used to illustrate scenarios and to show the outcomes of the participants' choices in the interactive modules.

Qualifications

Developing an e-learning platform and animation requires a strong background in eLearning courses, animations and creativity; therefore, successful individual/companies are required to have the following qualifications:

Knowledge of, and experience working in the development and humanitarian sector is desirable.

Core Competencies

- A degree in Instructional Design or Instructional/Educational Technology, multimedia

- production or a relevant educational degree or qualification;
- Minimum 5 years of experience at the level of expertise required to carry out the main duties and responsibilities of this position;
- Strong industry knowledge of technology and developments in the field of e-learning;
- Experience in applying instructional and engaging design and adult learning principles in training/e-learning;
- Knowledge and experience with remote/digital training approaches;
- Demonstrated knowledge in developing Learning Platform or Course Management System (CMS);
- Experience integrating microlearning, personalization, gamification, and social elements of e-learning;
- Proficiency in Adobe Creative Suite and other applications to create graphics, animation, audio, video etc. multimedia elements;
- Proficiency in coding interactive content (advanced learning activities, adaptive testing, games, and simulations using applications) with HTML5, CSS, JavaScript, jQuery and Animation;
- Familiarity with e-learning platforms;
- Ability to manage time efficiently, effectively handle multiple tasks and competing priorities, as well as meet deadlines;
- Ability to work independently and as part of a team;
- Proactive and highly motivated; and

The proposal should provide the following information:

- At least three examples of past video animation productions they have directly designed and produced.
 - Examples showing different cultural environments are preferred;
- At least three examples of past illustrations they have directly designed and produced.
 - Examples showing different cultural environments are preferred;
- Demonstrated competency with developing and producing illustrations and/or video animations;
- Financial proposal, including a detailed quotation for the production of the illustrations and video animation;
- Proposed workplan and processes for developing an e-learning course.

The individual/company will need to:

- Provide digital consultancy including development and transfer of offline storyboards to online versions.
- Meeting (online or offline) with GICHD to discuss the content of the videos. GICHD will finalise and provide the narrative for animation, including the script;
- Meeting with GICHD to discuss the content of the illustrations. GICHD will provide detailed instructions and photo inspiration for each image;
- Develop a Technical and Cost proposal for the production of the animation;
- Develop detailed story board concept(s);
- Present 2 rounds of drafts to the GICHD project lead;
- Revise drafts based on feedback from the GICHD project lead;
- Deliver source files - illustrations and video files.

- Consultation in e-learning best practices and trendy approaches.

Submission Deadline

The deadline for proposals is 23 October 2020. GICHD will consider separate applications for the developer and illustration, animation components of this tender, but individuals/companies that can deliver on both aspects are preferred. Due to the tight timeframe, GICHD may decide to separate the work into two phases: i) Developer, and ii) illustrations, animations. Therefore, please separate your cost proposal accordingly.

Starting Period & Duration

The consultancy duration is expected to take place from 01 November 2020 till no later than 31 December 2021. Each of the tasks requested will have a timeframe that will be agreed with the GICHD.

REPORTING

GICHD is the contracting authority for this project. All reports and material produced under this project will be in line with GICHD's regulations and submitted to the designated Project Manager.

The Consultant (individual/company) must incorporate the comments received by GICHD other stakeholders as directed by the GICHD. The final versions of required outputs must be approved by the GICHD's Project Manager.

All deliverables and reports are to be presented in English (in electronic format) and their receipt by GICHD's Project Manager must be confirmed.

APPLICATION

Interested candidates must submit the following as minimum:

1. **A Financial Offer** specifying the costs (daily rate) that will be incurred throughout the consultancy.
2. Samples of previous illustrations and animations.
3. CV.
4. Cover letter.
5. Two references.

Currency: The quotation shall be presented in Swiss Francs (CHF)

Language: The application must be submitted in English

Submit to: Alain Nellen a.nellen@gichd.org and Namrita Singh n.singh@gichd.org



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Successful applicants will be contacted and informed of the status of their applications.

The deadline for the application is 23 October 2020. Applicants are invited to apply as early as possible. The applications will be assessed on a rolling basis.