

**Terms of Reference (TOR)  
and proposal template for  
2D Motion Graphic  
Animation**

**Proposal submission deadline: 8<sup>th</sup> July 2024  
5:00 PM Bhutan Standard Time**

## Background

Save the Children (SC) is the leading global independent organisation for children. SC believes every child deserves a future. Around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

Our vision: A world in which every child attains the right to survival, protection, development, and participation.

Our mission: To inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Our values: Accountability, ambition, collaboration, creativity, and integrity.

We are committed to ensuring our resources are used as efficiently as possible, in order to focus them on achieving maximum impact for children.

## Objective

SC is seeking to hire a consultant to **develop five 2D Animation videos** with the objective to reach wide range of audience.

## Qualities

- Creative
- Message accuracy
- Result oriented
- Punctual
- Accepts constructive feedback

## Experience

- Demonstrated experience delivering creating child friendly contents for organizations both national and international (Individual CV or Firm's portfolio to be submitted)
- Prior satisfactory work experience with SC shall be beneficial.

## Expected Deliverables

SC expects the following deliverables to be provided:

1. Design a main character or a mascot for [I am a Child Series](#) (episodes 1 to 5) that will lead the series of video. Other characters to be gender balanced and explore possibility to make them inclusive.
2. For the 6<sup>th</sup> video, Sonam from Sonam Series of Save the Children to be used.
3. Develop innovative/compelling storyline/scripts and storyboards for all 6 videos for the target audiences specified for each episode.

### Episode 1: Understanding Child Protection

<b>Theme:</b> Ensuring Child Safety and Well-being (Protection)
<b>Target Audience:</b> Policy Makers
<b>Scenario:</b> Neighbour's Home
<b>Content:</b> <p><b>Deki:</b> Kuzu zangpo la, I am <b>Deki</b>. I am 13 years old. I live in a flat with my apa, ama, nuchu and my cat. We live in a colony where my apa's colleagues live.</p> <p>I walk to my school every day and when I come back from school, I stay at aunty Tshomo's house until my parents get back home from work. Aunty Tshomo is the sweetest neighbour ever. She cooks the best food.</p> <p>Yesterday as I was walking back from school, I felt someone was following me and I was uneasy. I went to aunty Tshomo's house and told her about it. In the meantime, Uncle Dorji walked in and said he would stay with me and ask aunty to cook food dinner for us.</p> <p>Then he asked me the whole story and while I was telling him all about it he touched me and told me, I could trust him and share with him everything if I feel unsafe. It made me uncomfortable when he was touching me.</p> <p>Adults shouldn't be touching us that way right? But I couldn't do anything.</p>
<b>Narration:</b> <p>Are our children safe? The safety of children does not always mean their physical surroundings. Our children need to be safe emotionally and socially too. As a member of the community, what have we done to make our community safe for our children?</p>

**Tshomo:** No, this is not right. As adults, we should be taking care of children instead of exploiting their vulnerability. Dorji should not be touching her that way and it is our duty as a community to make the environment for our children safe so that perpetrators do not attempt any misconduct against our children. Deki: "I am a child. I need adults to protect and guide me." "I am a child; I want to be understood and valued by the adults around me."

**Narrator:** As per the Childcare and Protection Act of Bhutan, 2011, a child is a person below the age of 18 years. Every child deserves to feel safe and protected. Call 1098 if any child is in any form of immediate danger.

## Episode 2. Supportive and Safe Family

**Theme:** Family Support and Nurturing Environment

**Target Audience:** Family members

**Scenario: Home**

**Deki:** Kuzu zangpo la, I am **Deki**. I am 13 years old. Today I am home with my apa, ama, nuchu, and my cat. It is time for me and my nuchu **Dawa** to go out and play.

**Ama:** Do make sure to come back after 30 minutes so that both of you complete your homework.

**Apa:** Look what I got for the two of you, your favorite watermelon. Come let's have it. You guys wash up while I cut it.

Deki and Dawa singing lapchu lapchu.

**Deki:** come Dawa, let's do our homework. My homework is in english. What is yours?

**Dawa:** Aww, mine is maths. I am not very good at it.

**Deki:** Math is the easiest, you try it, I will help you if you are stuck.

**Apa:** Here comes watermelon. Once you are done with your homework, let's have it together and Dawa for you to improve in maths, you need lots of practice. For example, what is one watermelon plus one watermelon? Two watermelons! Here are two watermelons for your Dawa, Ama sho sho, let's eat.

**Dawa:** I love it when we all eat together and help each other out. "I am a child; I need a caring environment to help me thrive and succeed."

**Narrator:** As per the Childcare and Protection Act of Bhutan, 2011, a child is a person below the age of 18 years. As a parents/caregiver here are some ways to support your children and provide a nurturing environment

- Make sure your children know they are loved and valued regardless of their behaviour or achievements.
- Engage in open, honest, and age-appropriate conversations with your children.
- Listen actively to their thoughts, feelings, and concerns without interrupting.
- Establish consistent rules and explain the reasons behind them.
- Use positive reinforcement to encourage good behaviour rather than focusing solely on punishment.
- Spend quality time together, engaging in activities that foster a strong bond.
- Celebrate their successes and offer support during challenges.

- Handle conflicts and stress calmly and constructively, teaching children how to cope with difficult situations.
- Foster a growth mindset by praising effort and resilience rather than focusing solely on outcomes.

A loving and supportive family environment is crucial for a child's development and well-being. Families play a vital role in providing protection, nurturing, and guidance.

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### Episode 3. Safe and Supportive School Environment

**Theme:** School as a Safe and Nurturing Centre

**Target Audience:** School Teachers and School Administration

**Scenario: School**

**Dawa:** Kuzu zangpo la, I am Dawa. I am 9 years old. I am going to school right now. I have a friend named Namgay in my school (whispering: I am kind of jealous of him because he has a wheelchair, and I don't). Namgay is my best friend. But the only thing is he has difficulty entering the classroom, but Madam Punam is the kindest because she carries him inside. Once he is inside, then nobody can separate us.

**Punam:** Today we are going to learn about different emotions. Happy, sad, angry, worried, excited, surprised, and embarrassed. If you are ever feeling these emotions, talk to someone you trust.

**Dawa:** Madam! I am feeling angry today.

**Punam:** But why? What happened?

**Dawa:** Some boys from another class were being mean to Namgay and we called for help and asked Lopen Kinzang to talk to them.

**Punam:** Thank you for letting me know Dawa. I will make sure to talk to those boys again during the break.

**Namgay:** I am a child, I need support, I need friends, and a little bit of kindness from everyone will make me happy.

**Narration:**

Schools should be safe havens where children feel supported and valued. Educators have a responsibility to create an environment that fosters learning, growth, and emotional well-being.

Even the Childcare and Protection Act of Bhutan states the following for schools and teachers:

- Work with families and communities to promote understanding about children.
- Enhance the academic and social image of children.
- Help children who are going through tough times or who have broken the law get back on the right track.
- Give children who have left school, are facing difficult circumstances, or children who are in conflict or contact with the law, opportunities to keep learning.

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- Provide children with information and skills to ensure their safety.

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## Episode 4. Child development and Mental Well-being

**Theme:** Building Emotional Resilient Individual

**Target Audience:** Family

**Scenario: outdoors**

A child is playing with other children in a playground, but the child is throwing tantrums and portraying irritability and behaviour issues.

**Dawa:** Jamyang, why are you being noisy? Come play with us.

**Jamyang:** No, nobody wants to be with me, they say I am crazy.

**Dawa:** No, you are not crazy. You just express yourself differently. Are unhappy about something.

**Jamyang:** yes, even my parents don't like me.

**Dawa:** How is that possible? All parents love their children.

**Jamyang:** But my parents don't love me. They fight a lot and now they don't even live together. I sometimes stay with my Apa and sometimes with my ama. I feel that I am the reason they always fight.

**Jamyang's apa:** Yalama Jamyang, it's not like that. We don't fight because of you, and you should know this.

**Jamyang's Ama:** For you, Apa and I are trying our best to be there whenever you need us. Just because we aren't together anymore doesn't mean we don't love you.

**Narration:** Harsh situations for children at a young age impact their mental wellbeing and they express themselves through their behaviours. If not taken care of at this stage, it will affect them in their adulthood too. It is important to let your child know that it's not their fault when parents separate.

Children's mental health is just as important as their physical health. It's essential to listen to their concerns, validate their feelings, and provide them with the support they need to thrive emotionally.

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## **Episode 5. Community Responsibility:**

**Theme:** Collective Action through a safe supportive community network for Child Protection

**Target Audience:** Community Leaders and the general public

### **Scenario: Outdoor**

Deki and Mother walking. They meet Azha Gup on the way.

**Deki:** I have a social studies project on the protection of domestic animals, but I don't know what to write.

**Ama:** Even I have less knowledge. Let's ask Azha gup.

**Deki:** What can we do to protect our domestic animals from harm?

**Azha Gup:** Paa, we have so much money allocated for agriculture and farming. We can build walls, and fences and provide them with good food, protect them from harsh weather.

**Deki:** Yalama, so much for them? Is there anything for children's protection? I don't feel safe walking to school and back. I hope you have enough money for your children.

**Azha Gup:** Paw, that's a tough question.

**Deki:** I wish there was enough money to protect us children, build safe homes, put up protective walls and fences, install streetlights, and keep us safe from bad people. Do you think that is possible?

### **Narration:**

Protecting children is a collective responsibility that extends beyond families and schools. Communities must come together to create a culture of safety, respect, and support for all children.

Even the Childcare and Protection Act of Bhutan states:

- The community may provide or strengthen a wide range of community-based support measures for children, including community development centres, recreational facilities, and other services to respond to the needs of children.
- The services and supportive measures may be provided by the community to deal with the difficulties experienced by children.

- The community shall endeavour with assistance from the government, to establish special facilities to provide adequate shelter for children who have no home to live in or are not able to live at home.
- Volunteers, voluntary or civil society organizations, social institutions, and other community resources may be called upon to contribute effectively to the rehabilitation of children in difficult circumstances and in conflict with the law.
- The government shall endeavour to take measures and develop programs to provide families with the opportunity to learn about parental roles and obligations about child development and child care, promoting positive parent-child relationships, sensitizing parents about the problems of children and encouraging their involvement, and promote community-based activities. .
- Families and individuals shall, with the best interest of their children in mind, participate in programs and measures under this Act.
- The Central and Local Government shall disseminate and create awareness of the rights and responsibilities of the child and relevant child law.
- The Central and Local Government through concerned agencies or institutions shall provide community-based services responding to the special needs, problems, interests, and concerns of children including appropriate counselling and guidance to the children, guardians, and families.

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## Video 6: Online Safety Video (Sonam Series)

**Title:** Animation on online safety of children

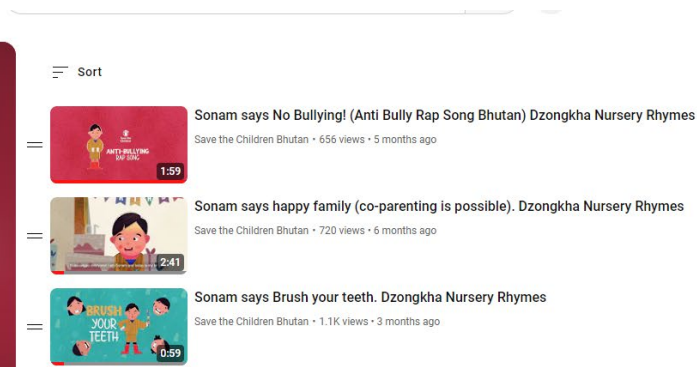
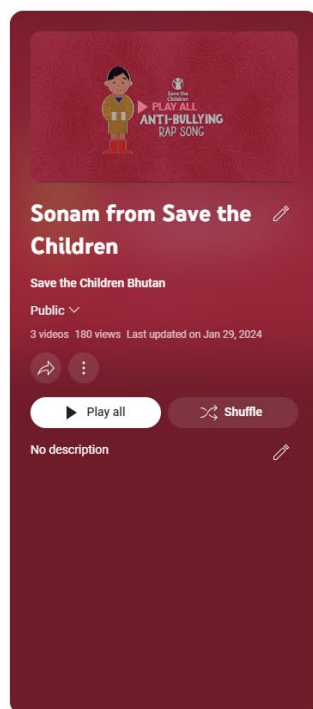
**Target Audience:** Children

**Perspective:** Sonam's point of view, adventure, game style.

Sonam is a character that Save the Children has come up since 2023. Sonam talks about children related problems and solutions in a language that children understand.

Please refer our previously created videos here:

[https://youtube.com/playlist?list=PLDgDTxIhJAqhGyX2D\\_InJ1HDSXzD7DCZw&si=uJrmnY5\\_hLGWA\\_vM](https://youtube.com/playlist?list=PLDgDTxIhJAqhGyX2D_InJ1HDSXzD7DCZw&si=uJrmnY5_hLGWA_vM)



### Content:

Hello, my name is Sonam, today we are going to learn about online safety.  
First, what is online safety?

Online safety means being smart and cautious when using the internet. It's like wearing a digital seatbelt to protect yourself! Let's explore why it's important:

It's about not talking to strangers online, being careful about what you share, and telling a trusted adult if something feels wrong. It is also about keeping secrets safe such as your name, address,

and personal information almost like putting treasures in a chest....AND.....It is also being a good internet friend and treating others kindly online.

Being safe online helps everyone trust each other more. Children, teachers, and parents can talk openly about what happens online. This way, if anything tricky comes up, they can help each other out and make things better.

Here are a few things that your parents will do for your online safety:

1. **Set Rules:** Your parents want to protect you from harmful activities and that is why they will create rules for your online time. Stick to them like glue!
2. **Learn About Risks:** Your parents will come and talk to you if they notice anything strange. They will also try to know your online friends. All if these is okay.
3. **Use Safety Tools:** Your devices have special settings that your parents can set for you to keep you safe for example like setting your locations to private. It's like having a digital shield!
4. **Talk Openly:** Share your online adventures with your parents. If something worries you, spill the digital beans! They'll listen and help.
5. **Follow the Grown-Ups:** Watch how adults use the internet. Be kind, protect your secrets just like your parents, and always ask an adult if you're unsure about something.

Here are ways in which you can ensure your own online safety:

1. **Think Before Sharing:** Before sharing anything online, think twice! Keep your personal stuff like your name, address, or photos to yourself. Once it's out there, it's hard to take back!
2. **Choose Friends Wisely:** Only add friends online if you really know them in real life. Don't talk to strangers, it's good to avoid chatting with mystery avatars and be careful about who you share your online world with. Always tell your parents if someone asks you to meet.
3. **Lock Up Your Passwords:** Make strong and secret passwords for your online accounts. Don't tell anyone, not even your friends! Mix up letters, numbers, and symbols for extra safety.
4. **Be Kind Online:** Spread kindness like glitter! Treat others online just like you would in real life - with kindness and respect. Don't be mean or join in on stuff that could hurt someone else.
5. **Know What's Not Right:** If something feels weird or scary online, don't ignore it. For example, if someone makes you an offer which is too attractive like making you rich instantly or making you famous, the offer is most likely a trap. Tell a grown-up you trust right away. They'll swoop in like digital superheroes!

Remember, friends, we're all in this digital adventure together. Let's make the internet a safer place for everyone.

The above context is a guidance and is not necessary to maintain the content as it is. The consultant may alter it for better context and content with respect to the target audience of each.

The following attributes must be same across all the above 6 videos:

<b>Style:</b> 2D motion graphic animation
<b>Video Format:</b> Mp4 minimum Full HD video dimensions: 1920 x 1080
<b>Background music:</b> original music that poses no copyright infringement issues to Save the Children is a must for each video and music audio file (mp3 or wav) to be submitted too.
<b>Sound:</b> Average Loudness must be -27 LKFS +/- 2 LU dialogue-gated. Peaks must not exceed -2db True Peak. Audio should be measured over the full program, to ensure broadcast quality and consistency.
<b>Language:</b> Dzongkha with English subtitles
<b>Logos:</b> Logos of Pema Secretariat, Save the Children and BBS 3 will be provided during the draft review. The consultant to used only those logos that are provided and not download from the internet.
<b>Length of the animation:</b> 2 to 3 minutes
<b>Perspective:</b> Child's point of view

## Timeline

The consultant is expected to submit the deliverables within the following timeframes:

- First 10 days after signing of the contract: Storyline/script, storyboard and main character/mascot design submission.
- Next 35 days: Production and lay out of the animations (without movements) and submission for review.
- Next 14 days: incorporation of changes with animated movements.
- 60<sup>th</sup> day: submission of final the final video.

## Remuneration

Remuneration for the submission of all deliverables will be based on the proposed budget by the consultation with the scope of negotiations if any. **40% payment will be made upon the submission of the script, storyboard and main character/mascot and the remaining payment upon completion.**

The fees shall be inclusive of all costs, overheads and expenses, subsistence, and accommodation (if any).

## Contact person

Deepika Adhikari

[deepika.adhikari@savethechildren.org](mailto:deepika.adhikari@savethechildren.org)

17129797

ANNEXURE 4: Proposal Form Template

**Proposal Form**

**<Insert Consultancy Title Here>**

Submission Date: .....

1. **Covering Letter**
2. **Basic Information (1 page)**

Consultant's name and full address:	
Consultant's date of birth in dd/mm/yyyy:	
Landline No.:	
Mobile No:	
Email address:	
Post Box No:	
Fax No:	
TPN No:	

3. **List the relevant work experience of the Consultant.**
4. **Express your understanding of the Terms of Reference for this consultancy.**
5. **Technical Proposal: Explain how you propose to undertake this assignment with clear methodology and timeline. (The technical proposal should be submitted in a separate sealed envelope clearly titled as "Technical Proposal for <add title of the consultancy assignment>".**
6. **Financial Proposal: Provide a clear breakdown of your proposed consultancy fees in Bhutanese Ngultrums only chargeable to Save the Children on a monthly Basis. The proposed cost should be inclusive of taxes. (The financial proposal should be submitted in a separate sealed envelope clearly titled as "Financial Proposal for <add title of the consultancy assignment>".**
7. **Supporting documents mandatorily required:**
  - 7.1. TPN numbers
  - 7.2. ID copy of the Consultant
  - 7.3. Individual Bank Account Number of Individual Consultants
  - 7.4. Latest CV of the Consultant with Name and Contact details of at least Three professional Referees.
  - 7.5. Address and contact details.