



Leave No One Behind Partnership

Making Voices Heard and Count

Call for Proposals – Consultancy for Developing an Animated Video for the Leave No One Behind (LNOB) Partnership

To	Offerors
From	International Civil Society Centre (“Centre”)
Objective	Development of an Animated Video introducing the LNOB Partnership and its Making Voices Heard and Count project
Issue Date	28 October 2021
Application deadline	10 November 2021
Performance Period	Q4 2021

Summary

The Centre is looking for an experienced videographer with expertise in animation and storytelling to develop a short (1-1,5 minute) animated video that introduces the LNOB partnership and its [Making Voices Heard and Count](#) project to international stakeholders who are not yet familiar with our work.

Based on initial internal discussions, the following is an overview of what we envision for this video:

Target audience

Wide range of stakeholders who are interested in data on marginalised populations, including:

- International donors (foundations & government development agencies)
- Civil society organisations and community-based organisations around the globe
- International agencies, e.g. United Nations
- Government agencies dealing with development and the Sustainable Development Goals (SDGs)
- International data and statistics community

Objective of the video

A brief introduction to the Leave No One Behind partnership/Making Voices Heard and Count project for audiences who do not know anything about it.

- Who we are
- Our mission: Making Voices Heard and Count (through a data-driven approach)
- What countries we work in

Where we intend to use and share the video

- On our website homepage and/or About Us page: <https://voicescount.org/about/>
- On social media, e.g. https://twitter.com/ICS_Centre



- At international conferences exhibits or events

Tone we envision for the video

- Optimistic
- Solution-oriented (for many “leave no one behind” is just a vague promise – we offer a concrete solution)
- Innovative
- Inclusive and Accessible

Timeline

- Video fully produced or nearly final by 31 December 2021

Special considerations

- Video should follow digital accessibility guidelines (see, e.g., CBM's [Digital Accessibility Toolkit](#) [pdf] including pg. 30 on creating accessible video.)
- We are currently in the process of having a logo designed for the LNOB partnership and expect to have this finalised by November 25, 2021.
- Our Vietnam country coalition recently produced an animated video (see [this link](#)), which inspired us to develop an animated video for the overall project as well and can be used as a general reference.

About Making Voices Heard and Count

[Making Voices Heard and Count](#) (MVHC) is a unique collaborative project of the [Leave No One Behind](#) (LNOB) partnership, which is hosted by the [International Civil Society Centre](#). The partnership was launched in late 2017 by 12 international civil society organisations. It brings together international and national civil society organisations (CSOs), civic networks and platforms with the ambition to bring about a scalable solution for filling data gaps on marginalised groups in the monitoring and review of the Sustainable Development Goals (SDGs). Thereby, the project aims to make a key contribution towards fulfilling the Agenda 2030's universal pledge to leave no one behind. The MVHC project fosters an inclusive model of SDG monitoring, supporting the collection, analysis and dissemination of community-driven data and giving a stage to data produced by the local target groups themselves – helping to make their voices heard and count.

In 2018, the partnership set up national coalitions in five pilot countries: Bangladesh, India, Kenya, Nepal, and Vietnam. The national coalitions brought together national CSOs, civic networks and platforms, as well as community-based and community-led organisations. Each country coalition delivered a national pilot research with a focus on various marginalised communities with the overall goal of closing knowledge gaps, analysing local drivers of vulnerability, and deriving concrete recommendations for public policy-making and planning. In the pilot project (2018-2019), more than 2.000 community representatives from over 20 different counties and neighbourhoods were involved. In our follow-up project, launched in 2020 and running over the coming years, the ambition is to reach at least 100.000 people from marginalised communities in a growing number of action countries including Malawi and Denmark.



Theory of Change

As an advocacy partnership, we aim to foster an enabling political environment for the inclusion of marginalised communities in the SDG process, working in close exchange with key government entities and local decision makers in our action countries. At the global level, we work with multilateral agencies and global platforms to amplify and reinforce our political messaging.

Our overall goal is to make sure that:

- Country SDG priorities are inclusive of the voices of those at risk of being left behind.
- SDG strategies and policies are informed by community-driven data, complementing other official data.

To make sure the voices of marginalised communities are **heard**, we work towards:

- the inclusion of community-driven data in the Voluntary National Reporting of UN member countries
- the empowerment of marginalised communities in the public SDG discourse
- the creation of nationally and internationally recognised guidelines for the generation and use of community-driven data in the SDG process

To make sure these voices also **count** in the political process, we work towards:

- public policies, programmes, services and/or budgets earmarking the support for marginalised communities, following the principle to leave no one behind
- community-driven data and other inclusive instruments being used to monitor public service delivery at the local level
- local and national governments actively using community-driven data to adjust policies, programmes and/or budgets.

To follow through on the above goals and outcomes, **we apply an approach that is locally led, but globally connected:**

- Our country teams facilitate trainings for local CSOs and community-based organisations to collect SDG monitoring data. Following up on these trainings, local community champions collect data and enter into a dialogue with government authorities at the national and subnational level, aiming to foster the active use of this data in the planning of policies and services.
- Our team of global experts supports the country teams through capacity building and the development of guidance material for an improved use of data. A key effort in that regard is the development of digital data platforms to visualise the national project data.
- Global members and strategic allies form an advocacy alliance for the increased use of inclusive data approaches in the SDG process targeting key multilateral agencies and other UN member states, reinforcing our national political work from the global level.

Deliverables

Against the above background, the Centre is commissioning a consultant to:

- ❖ **Develop and produce a short animated accessible video suitable for use on various social media platforms introducing the work of the LNOB partnership and MVHC project.**



Proposal Guidelines

Proposals are expected to be succinct and include the information set forth below. All proposals must be submitted in plain English.

- ❖ **Proposal Narrative, no more than 3 pages, including:**
 - A brief description of the offeror's experience and expertise in the field that illustrates overall qualifications, capabilities, and suitability
 - A brief description of the offeror's understanding of the scope of work
 - An outline of proposed methodology for the work along with a timeline
- ❖ **Resume or CV of individual or principals, in the case of a consulting firm**
- ❖ **A list of prior clients and links to earlier produced animated videos as demonstration material**
- ❖ **The Offeror should include a detailed budget**, which at a minimum includes the daily rate and level of effort for each person who will work on the services described above. All budgets must be in Euros (EUR).
- ❖ **Proposal Submission:** Proposals, including any attachments, should be sent electronically in PDF format to: crose@icscentre.org. Please ensure to include in the subject line: "**Call for proposals – Video Animation**".

Selection Process and Agreement

The contract offered to the selected consultant will be a **Service Agreement**. The agreement will be provided to the Offeror whose offer will be the most advantageous to the Centre in terms of cost, functionality, and other factors as specified in this call.

The Centre as the hiring organisation reserves the right to:

- Reject any or all offers and discontinue the call process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.