

**CONSULTING FIRM TO PRODUCE INFORMATION AND VISIBILITY PRODUCTS**

Assignment	Consulting Firm to produce information and visibility products
Project Name	Integration of Social Accountability into National and Sub-National Systems Phase II Project
Duty Station	Phnom Penh
Procurement Method	Consulting Firm (Consultants’ Qualifications Selection-CQS)
Contract Duration	04 Months (From April 2025 – July 2025)
Supervisor	Monitoring Evaluation and Information Division (MEID-NCDDS)

**1. BACKGROUND**

*❖ National Program on Sub-national Democratic Development*

The National Committee for Sub-National Democratic Development (NCDD) is an inter-ministerial committee that has key roles to assist the Royal Government of Cambodia to lead, coordinate, formulate and implement policies related to Decentralization and Deconcentration reform or so called Sub-National Democratic Development Reforms.

The Secretariat of the NCDD (NCDDS) is responsible for assisting NCDD in daily management, preparation and implementation of the National Program for Sub-National Democratic Development, which is a long-term plan for the implementation of Decentralization and Deconcentration policies and the Organic Laws, including the Law on Capital, Provincial, Municipal, District and Khan (DMK) Administration Management and Law on Commune/ Sangkat (C/S) Administration Management.

Within the framework of Decentralization and Deconcentration reform, so far, the NCDD has been leading and coordinating the implementation of the 10-Year National Program for Sub-National Democratic Development Phase 2 (NP-2) after the National Program for the Sub-National Democratic Development Phase 1 has successfully completed its implementation by the end of 2020. The NP-2 has goal to “promote democratic development, inclusive, equitable and justice through the modernization of sub-national governance and improved access, quality, and utilization of public service delivery. This will contribute to the elimination of poverty and the improved quality of life for all citizens.”

To ensure the achievement of this goal, the NP-2 has set a specific objective that: “The structure and governance system of sub-national administrations is modern, autonomous, efficient, transparent and accountable in the provision of public services and local development, respond to the needs of the people within the jurisdiction of each sub-national administration. Each sub-national administration has the appropriate authority and sufficient capacity to perform all functions under the supervision of the council to ensure accountability to the people.

*❖ Social Accountability*

Social Accountability (SA) is an essential component for improving SNA service delivery and governance. Therefore, the Social Accountability Strategic Plan was approved by NCDD on July 11, 2013, and Frameworks for Implementation of the Social Accountability Strategic Plan have been developed and approved twice which are the Implementation Social Accountability Framework Phase I/SA phase I (2016-2018) and phase –II/SA phase II (2019-2025). The Strategic Plan and its frameworks have been implemented through the cooperation between the NCDDS, development partners and civil society organizations in order to enhance the constructive engagement between citizens and government as an integral element of governance arrangements through which public decision-making and action takes place. It includes all those activities in which citizens and their

representatives can advocate for their interests (voice) and thereby check the performance of officials and service providers (accountability) as they make, implement and enforce public decisions (collective choices) relating to rights, regulations, investment/resources and service delivery.

The Social Accountability represents an integral component of the National Program Phase I and II. The both phases of Social Accountability specify activities to be undertaken by the supply side– led by government entities at national and sub-national level and demand side coordinate by civil society organizations. During Social accountability Phase II, World Bank through multi-donor trust fund on Social Accountability and Service Delivery (SDSD-TF) has designed two projects following: (i) Integration of Social Accountability into National and Sub-National Systems Project which NCDDDS is an implement agency to coordinate and support SA supply side and (ii) Engaging Citizens to Improve Service Delivery Through Social Accountability Project which World Vision International-Cambodia is an implement agency to coordinate and support Social Accountability demand side.

#### *❖ Rational for this assignment*

The project is intended to widely disseminate information, visibility products and increase public awareness of social accountability and Social Inclusion (info-graphic, animations, video spots, and TV commercials (TVC) that can significantly enhance the visibility, understanding, and impact of these initiatives. Therefore, creativity, and reach of professional media firms ensure that the messages are effectively communicated to diverse audiences (both urban and rural areas), driving engagement and support for social accountability and inclusion efforts. With this particular focus, the project is recruiting a Consulting firm to produce information and visibility products to support project implementation, including provide capacity development for both national and sub-national team.

## **2. OBEJCTIVE OF THE ASSIGNMENT**

The two key objectives are to: (i) create high-quality media products, including infographics, animations, video spots, and TV commercials (TVC), that effectively communicate the goals and impacts of Social Accountability and Social Inclusion, particularly to increase public understanding of what Social Accountability is and how it can contribute to improving service delivery, promote greater citizen engagement with subnational authorities, and broader demand for Social Accountability at all levels of subnational administration; and (ii) provide training and capacity building to NCDDDS staff on video production.

## **3. SCOPE OF WORK**

The consultancy firm is expected to carry out the following tasks:

### **3.1. Desk Review and Needs Assessment**

- Conduct a quick desk review of the relevant literature and documents useful to complete the objectives of the review. This will include documents related to Social Accountability including Strategic Plan on Social Accountability for Sub-National Democratic Development, the Implementation of Social Accountability Framework Phase II, SA mobile app and database systems, Social Accountability lessons, Information for Citizens (I4Cs), etc. NCDDDS will provide the consulting firm with an initial list of documents.
- Conduct a thorough needs analysis to understand objectives, target audiences, and content requirements.
- Consult with key stakeholders to gather relevant information and,
- To identify key performance outcomes.

### **3.2. Training and Capacity Building:**

- Provide comprehensive training sessions and workshops for NCDDDS staff in all processes of video production.
- Develop training materials, including manuals, to support ongoing learning.

### **3.3. Content and Production Creation:**

- **Storyboards:** Create storyboards and scripts that detail the content (infographics, animations, spots, and TV commercials), also prepare the group actors that match with the contents, spots, TV commercials.
- **Infographics:** Develop and design and produce of a minimum of 16 visually compelling infographics (using characters from the same drawings used for the animation videos) on the Information for Citizens (I4C) that the projects widely disseminate among communities, to illustrate key data, processes, and impacts of Social Accountability.
- **Animation videos for Social Media:** Produce engaging and informative animation videos that explain complex concepts in an accessible manner. The firm will be required to produce five animation videos, including four videos on the social accountability process in the four areas covered by social accountability (commune/sangkat administrations, Health Centers, Primary Schools, district/municipality/khan administrations), and one video of the mobile app.
- **Video Spot for Social Media:** Produce short and impactful TV spot (Approximate 60-90 seconds) for use on social media, and other platforms to raise awareness to promote social accountability mobile application.
- **TV Commercials (TVCs):** Develop high-quality TV commercials that tell the story of Social Accountability, highlighting success stories, key messages, and calls to action. Promote the video on TV.

### 3.4. Post-production:

- Ensure all products are professionally edited and polished with no technical or continuity error.
- Export the videos in the appropriate format and resolution for its intended platform (4K and 1080p).

### 3.5. Testing and Feedback:

- Conduct pre-release testing of all the products with focus groups composed of a sample of potential project beneficiaries (e.g., residents in rural communities) and stakeholders (e.g., relevant line ministries and SNAs ) to gather feedback.
- Revise and refine products based on feedback to ensure clarity and effectiveness.

### 3.6. Dissemination Support:

- Develop a dissemination plan to ensure broad and effective distribution of the media products.
- Launch the media products across identified channels.
- Propose mechanisms to measure the reach and impact of the media products.

## 4. METHODOLOGY

**4.1. Storyboards:** Create storyboards and scripts that detail the content (infographics, animations, spots, and TV commercials), also prepare the group actors that match with the contents, spots, TV commercials.

**4.2. Infographics:** Develop and design and produce of a minimum of 16 infographic on the Information for Citizens (I4C) that the projects widely disseminate among communities.

- Clearly define the purpose of contents in I4Cs Infographics banners.
- Ensure the design elements, such as color, animation, typography, and iconography, are consistent throughout the infographic.
- Ensure that the resolution and quality of the infographic, all visual elements are crisp and clear.
- Export the infographic in various formats (AI file, PSD file, PNG, JPEG, PDF) suitable for different platforms and uses.

#### 4.3. Animation videos:

- Type: 2D animation videos
- Length: Full version (Approximate 3 minute)
- Resolution: 4K and 1080p (final animation videos must submit in two types of resolution)
- Language: Khmer, and subtitle in English. Sign language must include in videos
- Character Design: Develop characters, including their appearance, personality traits, and how they will move, create detailed character sheets. Character Design will need approval from the project.
- Environment Design: Design the backgrounds, environments, and any props that will be used in the animation. Environment Design need approval from the project.
- Audio Production: Voiceover Recording, Record the final voiceover narration or dialogue and Sound Design, ensure clear, professional-quality audio that matches the timing and tone of the animation.

#### 4.4. Video Spots for Social Media:

- Length: Full version (Approximate 60-90 seconds)
- Resolution: 4K and 1080p (final animation videos must submit in two types of resolution)
- Language: Khmer, and subtitle in English. Sign language must include in videos
- Shooting: Conduct the filming of the TV spots according to the storyboard and script. Ensure high-quality footage by paying attention to lighting, camera angles, and sound.
- Directing: Provide direction to actors to achieve the desired performances and shots. Ensure the pacing and tone align with the vision.
- On-Set Adjustments: Be prepared to make on-the-fly adjustments to the script, shots, or performance to better align with the creative vision or address unforeseen issues.
- Color Correction: Adjust colors, lighting, and contrast to achieve the desired look and feel. Ensure visual consistency throughout the video.
- Research: logistical planning, and location management.
- Audio Production: Voiceover Recording, Record the final voiceover narration or dialogue and Sound Design, ensure clear, professional-quality audio that matches the timing.

#### 4.5. TV Commercials (TVCs):

- Type: TV commercials.
- Length: Full version (Approximate 10 minute)
- Resolution: 4K and 1080p (final animation videos must submit in two types of resolution)
- Language: Khmer, and subtitle in English. Sign language must include in videos
- Shooting: Conduct the filming of the TV spots according to the storyboard and script. Ensure high-quality footage by paying attention to lighting, camera angles, and sound.
- Directing: Provide direction to actors to achieve the desired performances and shots. Ensure the pacing and tone align with the vision.
- On-Set Adjustments: Be prepared to make on-the-fly adjustments to the script, shots, or performance to better align with the creative vision or address unforeseen issues.
- Color Correction: Adjust colors, lighting, and contrast to achieve the desired look and feel. Ensure visual consistency throughout the video.
- Research: logistical planning, and location management.
- Audio Production: Voiceover Recording, Record the final voiceover narration or dialogue and Sound Design, ensure clear, professional-quality audio that matches the timing.

## 5. KEY OUTPUTS AND DELIVERABLES

Consulting Firm selected and contracted with the NCDD Secretariat (NCDDS) should ensure the following key outputs are achieved, **with note that schedules of the milestones to be delivered are indicative only:**

No	Key Outputs	Milestones by Month	Payment schedule
1	Inception Report (include work plan, Methodologies.)	15 days after contract signed	15%
2	Prepare and deliver a training session for NCDDS staff to produce video production. Produce and deliver training materials, including manuals, to support NCDDS's ongoing learning	April	30%
3	Produce and deliver draft contents, storyboard, script of animations, spots, and TV commercials (TVC) with social inclusion Report for NCDDS review.	April to May	20%
4	Prepare and deliver, for NCDDS's review, a Dissemination Plan for disseminating all the communication and visibility products among the intended audiences. The Plan should include the proposed channels, timeline for dissemination, metrics to monitor reach, etc.		
5	Produce and deliver, for NCDDS review, a minimum of 16 Infographics using characters from the drawing (of animation) on the Information for Citizens (I4C) that the projects widely disseminate among communities, 5 animation videos, 1 TV spot, and 1 TV commercials.	May to June	20%
6	Submit final Raw and edited versions of all media products, incorporating the comments received from NCDDS.	July	
7	Launch the media products across identified channels.	July	15%

## 6. REPORTING

The Consulting firm will work under the overall supervision of the Head of the NCDDS and direct supervision of the Social Accountability Project Director and Manager. The Consultant will work closely with the Social Accountability Project Coordinator, NCDDS Communication team, Project Consultants, and other relevant agencies following consultation and Project Director and Manager.

## 7. QUALIFICATIONS AND EXPERIENCES

Consulting Firm must have the qualifications and experience in producing information and visibility products and increase public audience on Social Accountability and Social Inclusion (infographic, animations, spot, and TVC); in addition, Consulting Firm must send the Portfolio of Work that demonstrate experience in producing high-quality information and visibility products, such as infographics, animations, spots, and TV commercials. A portfolio showcasing similar past projects, particularly in social accountability and social inclusion topics, structure of the Company; Consulting Firm must have the qualifications and experience in the field of information and Communication as following:

- Proven legal registration (for companies) including:
  - Valid Patent
  - Valid VAT Registration

- Valid company registration with Ministry of Commerce
- Provide ownership structure of the company
- 5 years of experience in using software such as Adobe Creative Suite (Illustrator, Photoshop, After Effects), Cinema 2D or higher, Blender, Maya, and other industry-standard tools.
- Demonstrate knowledge of motion graphics, 2D modeling or higher, and rendering techniques. communications including printing, broadcasting, and electronic media
- Degrees or certifications in graphic design, animation, digital media, visual arts, or related fields.
- Demonstrate ongoing training and professional development courses to stay updated with the latest trends and technologies.
- Strong storytelling abilities to convey messages effectively through visuals.
- Understanding of branding and marketing principles to create content that aligns with the client's goals.
- Provide portfolio showcasing a range of projects, including infographics, animations, TV commercials, and promotional spots.
- Experience of working with different industries and platforms, demonstrating versatility and adaptability.
- Provide a list of previous clients, especially notable brands or companies, which indicates trust and credibility.
- Experience in pre-production, production, and post-production processes, including storyboarding, scripting, filming, editing, and sound design.
- Ability to manage and execute projects from concept to completion, adhering to timelines and budgets.

**Recruitment criteria for consulting firm staffing for this assignment:**

**Team Leader:** For a team leader responsible for producing information and visibility products, as well as increasing public awareness on social accountability and social inclusion topics through infographics, animations, spots, and TV commercials (TVCs), the team leader is expected to have the following qualifications:

- Master's or Bachelor's degree in Communications, Media Studies, Marketing, Graphic Design, Journalism, Public Relations, or equivalent.
- Project Management: Strong project management skills including the ability to plan, execute, and oversee projects from concept to completion.
- Creative and Strategic Thinking: Ability to develop creative concepts that effectively communicate messages and resonate with target audiences, and to align content with broader Institutional goals.
- Media Production: Proficiency in multimedia production, including infographics, animations, video editing, and TVC production.
- Knowledge of relevant software (e.g., Adobe Creative Suite, Final Cut Pro).
- Leadership and Team Management: Proven ability to lead and inspire a multidisciplinary team, including designers, writers, videographers, trainer and other creatives.
- Communication Skills: Excellent written and verbal communication skills, ability to articulate complex ideas clearly and persuasively to diverse audiences.
- Audience Engagement: Experience in developing and implementing strategies to engage and expand public audiences, including through social media, digital marketing, and public relations.
- Cultural Sensitivity: Demonstrate awareness and sensitivity to cultural and social issues, ensuring that all content is respectful, inclusive, and accessible.
- Manage social media: Proven ability to manages and schedules posts, engages with the audience, and analyzes metrics to measure campaign success.
- Public Relations skill: Proven ability to handles media relations; works to increase visibility and coverage in various media outlets.

- Experience in pre-production, production, and post-production processes,

**Team members:** For team members involved in producing information and visibility products and increasing public awareness on social and social inclusion topics through various media formats (infographics, animations, spots, and TV commercials), the team should have at least 05 members with specific roles and expertise as outlined below:

- **Content Writer:** Develops content strategies and creates scripts, copy, and narratives for various media formats to ensure the messaging aligns with the overall goals and themes. Content writer should have the qualifications as follows:
  - Bachelor's degree in English Literature, Communications, Journalism, Marketing or equivalent
  - At least 3 years of experiences in writing content for promoting government reforms or general Content Writing.
  - Proven strong track record in writing and speaking skills both Khmer and English.
  - Understanding of cinematography and shot composition.
- **Graphic Designer:**
  - Bachelor's degree in Graphic Design, Animation, Multimedia Arts, Visual Arts, or equivalent.
  - Certifications in animation, motion graphics, 2D modeling or higher, or specific software (e.g., Adobe Creative Suite).
  - 3 years of relevant experience in graphic design and animation is essential. This can include freelance projects, or full-time positions.
  - Proficiency in animation software such as Adobe After Effects, Adobe Animate, Toon Boom, Cinema 4D, Blender, Autodesk Maya, or similar tools.
  - Expertise in graphic design software like Adobe Illustrator, Photoshop, and other tools in the Adobe Creative Suite.
  - Knowledge of 2D or higher animation and modeling, if applicable, using software like Blender, Maya, or 3ds Max.
  - Skills in video editing software such as Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve.
- **Videographer/Editor:**
  - Bachelor's degree in film production, Cinematography, Digital Media, Communications, Journalism, or equivalent.
  - Courses and Certifications: Additional courses or certifications in video production, film editing, digital media, or specific editing software (e.g., Adobe Premiere Pro, Final Cut Pro) can be beneficial.
  - At least 3 years of experience in videography and video editing is essential. This can include, freelance work, or full-time positions in various settings such as TV stations, production companies, or corporate environments.
  - Proficiency in operating various types of cameras, including DSLRs, mirrorless cameras, and professional camcorders.
  - Knowledge of camera settings, including exposure, white balance, focus, and frame rates.
  - Proven understanding of lighting techniques and equipment to achieve desired visual effects.
  - Experience in recording high-quality audio using microphones, audio recorders, and other equipment.
  - Proficiency in video editing software such as Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, Avid Media Composer, or similar tools, skills in editing for narrative flow, pacing, and continuity.
  - Expertise in audio editing software (e.g., Pro Tools, Adobe Audition), knowledge of sound design, Foley, ADR, and sound effects.
  - Ability to mix and master audio tracks for clarity and impact.



- Experience in color correction and grading to enhance the visual quality of footage. Knowledge of audio editing, including sound effects, dialogue synchronization, and music integration.
- Experience in Post-Production:
  - Ability to create and integrate motion graphics and visual effects using software like Adobe After Effects or similar tools.
  - Familiarity with file formats, codecs, and export settings for various platforms and distribution channels.
- **Film Director:**
  - Master's degree in Film, Theater, or equivalent.
  - At least 5 years of experience in filmmaking or directing film.
  - Proven skill in video production techniques (camera work, lighting, sound, editing).
  - Proven skill in creative vision, on-set leadership, and collaboration and management with casts and crew members, talent scouting, auditioning, negotiation, understanding character requirements, research, negotiation, logistical planning, and location management.
  - Technical Oversight:
    - Work with the cinematographer and camera crew to determine shot compositions, lighting, camera angles, and movements.
    - Oversee sound design, special effects, and other technical aspects of filmmaking.
  - On-set leadership:
    - Be able to make real-time decisions on set regarding scene adjustments, actor direction, and technical changes.
    - Manage the production crew and direct the production process on set.
    - Solve problems and adapt to changes quickly on set.
  - Post-Production Supervision:
    - Oversee editing to ensure the videos are cut according to the director's vision.
    - Work with sound editors, visual effects teams, and music composers to finalize the videos' audio and visual elements.
    - Collaborate with producers and editors for the final cut of the videos.
- **Social Inclusion Sign language:**
  - Experience working with the deaf and hard-of-hearing community in various settings (education, advocacy, interpretation).
  - Proven track record in sign language interpretation in different contexts (medical, legal, educational, public events) is highly valuable.
  - Proficiency in the sign language used in Khmer Sign Language.
  - Proven knowledge and understanding of various dialects and nuances within the sign language.
  - Strong understanding of deaf culture, norms, and values.
- **Video Production Trainer**
  - Bachelor's in film production, media arts, or equivalent.
  - Certifications in video production software (like Adobe Premiere Pro, Final Cut Pro, etc.) or relevant techniques.
  - 5 years of experience in video production, including shooting, editing, directing, and producing videos.
  - Provide strong portfolio showcasing a range of work on training in producing video g.
  - Experience in teaching, mentoring, or leading workshops in video production. This can include formal teaching roles or informal mentoring in a professional setting.
  - Knowledge of video editing software such as Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, or Avid Media Composer.
  - Skills in operating various types of cameras, understanding lighting, sound, and cinematography principles.
  - Ability to teach scriptwriting, storyboarding, and pre-production planning.
  - Strong understanding of narrative techniques and how to convey a story through video.



- Ability to help students develop their own creative vision and style.
- Encouraging innovation and creativity in video production.
- Ability to explain complex concepts in a clear, understandable way.
- Patience in working with students of different skill levels and adaptability to different learning styles.
- Skill in providing constructive feedback that helps students improve.

.....