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Online courses’ platform for capacity building

**Consultant: Video animation**

**Terms of Reference**

October 2020

I. About IDA

The [International Disability Alliance](http://www.internationaldisabilityalliance.org/) is an alliance of 14 global and regional organisations of persons with disabilities, which brings together over 1,100 organisations of persons with disabilities and their families from across eight global and six regional networks. Together, IDA promotes the rights of persons with disabilities across the United Nations' efforts to advance human rights and sustainable development and supports organisations of persons with disabilities to hold their governments to account and advocate for change locally, nationally and internationally.

The cornerstone of IDA's and its members' work is the United Nations Convention on the Rights of Persons with Disabilities (UN CRPD). IDA and its members advocate for the effective and full implementation of the UN CRPD, and compliance by governments and the UN System, through the active and coordinated involvement of representative organisations of persons with disabilities at the national, regional and international levels. The 2030 Agenda and its Sustainable Development Goals are also integral to IDA's work to promote inclusive, sustainable development in line with the UN CRPD.

More information is available on [www.internationaldisabilityalliance.org](http://www.internationaldisabilityalliance.org)

II. About IDA’s capacity building

Since 2010, IDA and its members have invested in capacity building of persons with disabilities and their representative organisations, with focus on the Global South and underrepresented groups. Between 2010 and 2012, IDA implemented the CRPD monitoring training for organisations of persons with disabilities (DPOs) and allies to engage in reporting process to the UN, both the Treaty Bodies and the Universal Periodic Review (UPR). From 2012 to 2015, the Training of Trainers, Advisors and Leaders (ToTAL) was established with the aim at developing the capacity of trainers and leaders at sub-regional levels.

Based on the lessons learned from the these capacity building initiatives, in 2015 IDA in partnership with the International Disability and Development Consortium (IDDC) and support from a number of allies developed the [Bridge CRPD-SDGs Training Initiative](http://www.internationaldisabilityalliance.org/content/bridge-crpd-sdgs-training-initiative). Bridge CRPD-SDGs Training Initiative aims to support organisations of persons with disabilities (DPOs) and disability rights advocates to develop an inclusive (all persons with disabilities) and comprehensive (all human rights) CRPD perspective on development, including the post-2015 agenda and Sustainable Development Goals (SDGs).

Over the course of the last 5 years, the Bridge CRPD-SDGs Training Initiative has produced a body of knowledge in the form of training modules, papers, analysis, among others. To manage the knowledge and to share it through a cohesive system, IDA decided to create a series of e-learning modules. The e-learning modules will capitalize on previous strong experience and focus on inclusiveness; enable full and effective participation of persons with disabilities through the engagement of various service providers to help in the design and execution of modules. Online learning will be a cornerstone of IDA’s strategy in 2020-2025.

III. About the Online courses’ platform

Due to the COVID-19 pandemic, IDA—as any other organization worldwide—was obliged to suspend its in-person activities. This directly impacted all IDA’s work, including in-person trainings.

The lockdown and the impact on persons with disabilities led IDA members, their members and IDA partners to request IDA to explore opportunities for exchanging, interacting and sharing knowledge over the internet in the form of webinars and even distance facilitation of gatherings in countries where the lockdown norms had been lifted.

While these webinars and online events were useful for communication, they fell short of ensuring full and effective participation as it was difficult for people from different regions to participate due to lack of reliable internet connection, different time zones and language barriers. These one-way broadcasts model of information, unfortunately, does not allow too many interactions and does not facilitate any kind of mentorship process or allow for the full exploration of inclusive facilitation methods, which has defined IDA’s capacity building work evolution over the last few years, which has moved from a pure training model towards mentorship and coaching.

In light of the above, in the month of August, IDA has launched a call for applications for the purchase of a dedicated Learning Management System which adhered to various requirements including compliance with the WCAG 2.1, WAI standards for the Web and standards AAA and operability with Windows, Mac OS and Linux, usability on mobile phone devices and computers, ability to use in situations of erratic or limited internet coverage, and availability in the languages used by our members. Also prioritized was responsiveness of the provider on issues relating to accessibility, and the final selected platform was decided after a detailed testing period by our members and their feedback.

While the learning modules are currently under development by the Capacity Building Unit, IDA is looking to contract the services of a consultant on video animation to work with the developers of the individual online training modules and ensure that there are effective, accessible, sensitive and meaningful visual learning aids to accompany the modules, particularly for the more visual learners.

IV. Services required

The role of the consultant video animation would be to supplementing the online course modules with video animations. To this end, the following services of the consultant are envisaged:

Creating animations

* Creating animations of 2 minutes (maximum) in length to support the learning modules designed in a manner that reflects a dignified and rights-based approach to persons with disabilities.

Ensuring accessibility in illustrations and designs

* Video animations should comply with colour contrast requirements and other visual accessibility requirements, as well as develop alt-text best describing the images for incorporation in the materials,
* Where necessary, presenting video animations to IDA member representatives and incorporating feedback,
* Persons with disabilities are a very diverse group and this diversity should be reflected as much as possible in the illustrations. Example: many persons have invisible disabilities and should be represented;
* Intersectionality, cultural diversity, and gender equality should also be fully considered.

V. Skills and Qualifications

Requirements

* At least 5 years’ experience working as an illustrator or video designer
* Familiarity and experience working on vector drawing apps and ensuring compatibility across software system requirements
* Excellent written and/or oral communication skills in English
* Ability to work collaboratively and to multi-task
* Flexibility and capacity to work with limited supervision
* Ability to work within a multi-cultural team in decentralized locations

Desirable requirements

* Demonstrated awareness of aesthetics related to minority groups including persons with disabilities
* Work and/or life experience in Global South countries
* Experience in creative design or communication methodologies
* Prior work with organizations of persons with disabilities

Other considerations

* Daily access to high speed and stable internet and a personal computer

# VI. Application Package

Please send the application package to consultancy@ida-secretariat.org with the subject “Video animation\_Online courses’ platform” no later than 30th December 2020, with:

* Tenders are asked to present in their proposal a draft storyboard/ video animation script using the example below, with general ideas in regards to the narration, as well as visual/ graphic style proposed for the animation;
* Brief description of relevant experience and links to work previously produced related or relevant to this assignment,
* Estimated budget (in USD) per animation

Text to be developed:

## Article 8 of the CRPD – Awareness-raising

1. States Parties undertake to adopt immediate, effective and appropriate measures:

a) To raise awareness throughout society, including at the family level, regarding persons with disabilities, and to foster respect for the rights and dignity of persons with disabilities;

b) To combat stereotypes, prejudices and harmful practices relating to persons with disabilities, including those based on sex and age, in all areas of life;

c) To promote awareness of the capabilities and contributions of persons with disabilities.

2. Measures to this end include:

a) Initiating and maintaining effective public awareness campaigns designed:

i. To nurture receptiveness to the rights of persons with disabilities;

ii. To promote positive perceptions and greater social awareness towards persons with disabilities;

iii. To promote recognition of the skills, merits and abilities of persons with disabilities, and of their contributions to the workplace and the labour market;

b) Fostering at all levels of the education system, including in all children from an early age, an attitude of respect for the rights of persons with disabilities;

c) Encouraging all organs of the media to portray persons with disabilities in a manner consistent with the purpose of the present Convention;

d) Promoting awareness-training programmes regarding persons with disabilities and the rights of persons with disabilities.