

Terms of reference

Graphic and
audiovisual media
production for the
regional awareness
campaign

Ready 360° Program

Expected period for the mission :
03/03/2025 au 08/29/2025

Purpose of the mission	Graphic and audiovisual media production for the regional awareness campaign on natural disasters for the Caribbean region
Mission location	Guadeloupe et Caribbean region
Mission manager	READY 360° DRR Activity Manager awareness campaign
Planned start date	03/03/2025
Desired end date	29/08/2025
Mission duration	6 months

1. CONTEXT

1.1. PIRAC

Created in 2005, the **Regional Intervention Platform of the Americas-Caribbean (PIRAC)** is the international delegation of the **French Red Cross (FRC)** for the Caribbean region, based in Guadeloupe, as well as its operational mechanism for humanitarian action and regional cooperation. PIRAC helps people throw emergency responses in case of major disasters and supports resilience-building in the Caribbean in French territories, as well as in the countries of the Caribbean island arc and the Guyana Plateau.

1.2. READY 360° program

PIRAC started the **READY 360° program** in January 2023, co-funded by the INTERREG Caribbean program, the French Development (AFD) and the CMA CGM foundation. The READY 360° program aims to build global and greener resilience in Caribbean territories by strengthening disaster preparedness and response capacities at all levels: from the individual and family, to entrepreneurial and institutional levels. It aims to achieve **4 main objectives**: (i) Strengthen regional coordination and legislative frameworks for disaster management; (ii) Prepare, anticipate and respond to disasters and crises with more environmentally preparedness measures; (iii) Improve information, awareness and preparedness of citizens for disasters and crises; (iv) Develop technical studies and research on disaster management with experts and academic stakeholders.

The READY 360°/3 Oceans program is part of the **3 Oceans project** financed by the French Development Agency (AFD) and carried out collectively by all the French Red Cross Regional Intervention Platforms (PIR). The main aim of this project is to reduce the impact of disasters, health crises and the effects of climate change on the populations of the three ocean basins covered by the PIRs (Americas-Caribbean, Indian Ocean, South Pacific).

The program's operational partners are **the Organization of Eastern Caribbean States (OECS)** and **the Caribbean Disaster Emergency Management Agency (CDEMA)**. **The National Red Cross Societies of 8 Caribbean territories** are also involved in the program: Antigua & Barbuda, Dominica, Grenada, Guadeloupe, Martinique, Saint Kitts & Nevis, Saint Lucia, Saint Vincent & the Grenadines.

1.3. The regional awareness campaign

One of the main outcomes of the READY 360° program is to raise awareness of disaster risks and the effects of climate change in the Caribbean through a regional public awareness campaign. The

campaign focuses on the role of citizens in their own preparedness and safety. Messages cover a wide range of topics and are disseminated on a large scale via a variety of media supports.

2. OBJECTIVES OF THE MISSION

2.1. General objective

The main objective of the service is to design and produce relevant, accessible, inclusive and engaging multimedia communication media (videos and infographics), aligned with the campaign's objectives, to raise awareness among the Caribbean population, particularly families, of major natural hazards and the impacts of climate change in the Caribbean.

2.2. Specific objectives of the mission

More specifically, the service will consist of :

- Development of multimedia supports adapted to the regional context, taking into account the specificities of the 8 territories and of its population (style, graphics, accessibility and language).

2.3. Target audience and territories

The service does not target a specific audience, in the sense that the regional campaign will be widely distributed to the Caribbean population. The supports will be aimed primarily for a public wishing to be informed.

The supports must be accessible and comprehensible to young people and adults, and take into account the specific characteristics of the 8 territories, particularly in the choice of graphics, images and languages (English, French, eventually Creole).

2.4. How we work

The contractor will benefit from the technical support of the French Red Cross, which will provide all technical content. The PIRAC project team consists of the DRR Activity Manager, the Regional Projects Manager and the Programs Coordinator.

A scoping meeting will be organized between the PIRAC team and the service provider at the beginning of the assignment to confirm the specifics and timetable of deliverables. This meeting can be held remotely or face-to-face.

Regular exchanges between the service provider and the DRR Activity Manager will enable the general content of the service to be validated on an ongoing basis. Preliminary versions of each deliverable will be submitted to PIRAC for comments and suggestions, which should be incorporated into the final versions of each deliverable. Validation time should be included in the schedule for review before submission of the final version.

Revisions may therefore be requested from the service provider, and should be included in the methodology and initial budget.

The Regional Projects Manager and the Program Coordinator will be involved in the process of validating the final deliverables.

The following elements must also be taken into account:

- Illustrations should be contextualized to the humanitarian sector of disaster and crisis management;
- Content must be written in English and French;
- The service provider will be responsible for structuring the information to make the deliverables accessible and relevant to the various target audiences mentioned above;
- Graphic and stylistic consistency between the various deliverables is essential.

2.5. Service provider commitment

The service provider may delegate part of the mission to his team or to a collaborator of his choice, but he remains the only hierarchical and disciplinary authority over his team members, and must ensure the quality of the deliverables provided.

The service provider undertakes to comply with the following clauses:

- Ethical clauses and founding principles of the French Red Cross
- Image rights and respect for privacy rules

3. PRIVACY

The visual creations and any other element produced during this service will be the property of the French Red Cross and may not be distributed by the service provider without the prior agreement of the French Red Cross.

4. DELIVERABLES

A) Animation video

A dynamic and visually appealing video to explain a key concept: the early warning system.

This instructional video should present simple instructions in an engaging way, using animated graphics, simple texts and visuals to capture the audience's attention in a short time.

Technical specifications :

- Duration: 40 seconds maximum.
- File format: MP4.

- Resolution: 1920x1080 (Full HD).
- Audio: royalty-free background music and voice-over (if available) in both English and French.
- Languages: English and French versions (subtitles and/or voice-over)
- Deliverables: two separate files (FR and EN).
- Project release date: June 2025

B) Vidéo interview with an expert

A filmed interview with an expert to discuss the psychological impact of disasters and how to cope (introduction to the subject, practical advice from the expert, and a call to action). The tone should be informative, reassuring and suitable for a wide audience.

Technical specifications :

- Duration: 1 min 30 max.
- File format: MP4.
- Resolution: 1920x1080 (Full HD).
- Audio: Cravatevate microphone or equivalent for optimum sound quality.
- Languages: English and French versions (subtitles and/or voice-over)
- Deliverables: two separate files (FR and EN)
- Project release date: June 2025

C) Editing short videos from content provided

The service provider will be responsible for editing **14 testimonial videos of up to 40 seconds and 6 informative videos of 30 seconds**, based on raw content provided by the French Red Cross (FRC).

Tasks included :

- Selection of relevant sequences from supplied videos
- Editing of videos according to an editorial and graphic line consistent with the campaign
- Addition of transitions, effects, royalty-free background music and consistent branding (logos, graphic guidelines)
- Inclusion of English and French subtitles Deliverables :
- 14 edited testimonial videos, subtitled in FR/EN, in MP4 format
- 6 informative videos in MP4 format, edited and subtitled in FR/EN

- Resolution: 1920x1080 (Full HD), suitable for digital platforms (social networks, websites)
- Planned broadcast dates: June to November 2025 and January to April 2026

D) Infographics

10 infographics with informative, attractive and easy-to-understand visuals designed to present key data, graphics and illustrations to raise awareness among the Caribbean population. Use of images, text and pictograms adapted to the target audience.

Specifications by format :

- 8 hazard infographics (5 pages each): containing information on hazards and how to protect yourself.
 - Project release dates: June, August, September, October, November 2025 and January, February, March, April 2026
- Impacts infographic (6 pages): summary of the social impacts of disasters, emergency kit illustrations and downloadable version of the shelter plan.
 - Project release date: June 2025
- Infographic presentation (4 pages): campaign presentation brochure
 - Project release date: June 2025

Technical specifications :

- Uses: The infographics produced will have a dual purpose: digital use for dissemination on social networks and other digital platforms, and print use for distribution in the communities concerned. Consequently, formats will have to be adapted to guarantee optimum quality in each context.
- File format: digital version (reading on screen with size and resolution adapted to platforms such as Facebook, Instagram, or WhatsApp) and print version (reading on high-resolution PDF, flyer, poster, large format).
- A QR code will be integrated into the infographics to redirect users to the campaign's dedicated page on the PIRAC website to facilitate access to additional online resources. The QR code should be strategically placed in the infographics for maximum visibility.
- Languages: FR/EN version for each infographic.
- Deliverables: Two files per infographic (FR and EN).

General features to consider:

- The specific formats to be produced will be defined during the scoping meeting at the beginning of the start of the mission, in collaboration with the service provider. However, it is expected that all the options mentioned will be included in the budget of the offer.
- The materials will have to be inclusive and adapted to the specificities of the different groups targeted by the campaign: teenagers, young adults, adults, seniors, caregivers and people with disabilities.

- The activity manager will provide the service provider with all campaign-related materials that may be required for the smooth running of the activity.
- Deliverables must be consistent with the graphic charter of the campaign, the READY 360°/3 Oceans program, the French Red Cross and the visibility requirements of financial partners (Interreg Caraïbes, AFD and CMA CGM).

5. PRODUCTION SCHEDULE

Infographics must be produced according to a precise distribution schedule, aligned with the key phases of the campaign. Each medium will be released at a strategic moment to maximize its impact on the target audience. Consequently, production deadlines will have to be adjusted in line with these deadlines. The detailed timetable will be defined at the scoping meeting to ensure optimal planning.

Deliverables	Estimated dates / Final version
1 Infographic presentation (4 pages)	03/31/2025
1 animated video (40 sec max)	05/16/2025
1 Video interview with an expert (1 min 30 max)	05/16/2025
1 Impact infographic (6 pages)	05/16/2025
8 hazard infographics (5 pages each)	05/16/2025 - August 2025
Editing of 20 short videos from supplied content	05/16/2025 - August 2025

Scheduled start date: March 03rd, 2025 and scheduled end date: August 29th, 2025

6. BUDGET

The total estimated cost of this service is proposed by the service provider and may not exceed EUR 30,000. The successful contractor will be responsible for all costs incurred in carrying out the assignment. A detailed budget per deliverable is requested.

The budget should highlight the following elements:

- Expertise in man-days
- Unit costs per deliverable

- Translation

Payment will be made on presentation of invoices: 30% on signature of the contract, 40% on delivery of initial versions, and 30% on delivery of final versions in August.

7. OFFER PROCESSING

7.1 Consultant profile

- Academic training in visual communications or graphic design, audiovisual production, digital marketing or multimedia, information science or social communications.
- Proven experience (at least 5 years) in creating visual and audiovisual content for public awareness or information campaigns, and completion of similar projects (production of informative videos, testimonials, animations or clips, and design of educational infographics for print and digital media).
- Technical expertise in audiovisual and graphic design, popularization and awareness campaigns.
- Ability to work to tight deadlines, responsiveness and flexibility.
- Good interpersonal skills to work with a team and integrate feedback.
- Creativity and the ability to make proposals in line with CRF graphic guidelines.
- Knowledge of accessibility standards for communications.
- Experience in multicultural contexts: ideally in the Caribbean region or in island environments.
- Oral and written fluency in English and French (ability to produce bilingual content)
- Experience with the Red Cross and Red Crescent Movement and/or one of our partners is an asset.

7.2 Bid evaluation criteria

- Quality/cost evaluation: weighting of technical score (70%) / financial score (30%)
- Provider's skills, experience and expertise
- Ability to deliver on time and available over the required period
- Understanding and interpretation of the terms of reference (proposed methodology and work schedule in relation to the objectives to be achieved)
- Portfolio quality and relevance

- Consistency and relevance of the financial offer
- Sustainable development in service provision (social and environmental dimensions)
- Inclusive approach (professional integration of people with disabilities and inclusive design)

8. OFFER AND SUBMISSION DEADLINE

Interested service providers are requested to send their dated and signed offer in unmodifiable PDF format (maximum 25MB), including two separate documents or files:

1. A technical proposal including the proposed methodology, a proposed timetable (including validation times), a portfolio of similar projects carried out, a detailed CV of the team members assigned to the mission, and signed ethics and integrity clauses.
2. A financial proposal including an estimate detailing the costs of carrying out the mission described above, including unit prices and/or fees in man-days, including VAT, and the terms of payment.

At the time of submission, the service provider must provide proof of the regularity of its economic activity (tax documents, registration, registration as a self-employed worker - depending on the country of reference in which it is established).

The service provider must submit the CSR (Corporate Social Responsibility) policy of its company/organization, if applicable.

Offers must be sent by e-mail, quoting reference PF272_ABY_ABY_2025_0004, by

February 11, 2025 at 8:00 GMT-4 to :

- stephanie.rene@croix-rouge.fr
- luciatrinidad.aliaga@croix-rouge.fr
- cc: achat.pirac@croix-rouge.fr

9. Annexes

- Ethical Clauses of the franch red cross to be dated and signed
- AFD integrity clause to be dated and signed