

SURGE

SCALING UP RESILIENCE IN GOVERNANCE

CREATIVE BRIEF SURGE Promotional Video

Summary

What: A promotional 3-minute video for SURGE, with a 1.5 minute version

Purpose: To introduce SURGE and promote inclusive community-based disaster risk reduction (ICBDRR)

Target audience:

Primary: Public officials and communities, especially those in high-risk areas

Secondary: General public

Target release date/s, event/s: Launch of SURGE, shortly after the first anniversary of Haiyan

Key messages:

- SURGE is a project that promotes inclusive community-based disaster risk reduction (ICBDRR).
- ICBDRR makes disaster risk reduction participatory, effective and meaningful.
- SURGE can help LGUs of high-risk communities learn about and integrate ICBDRR.

Why a video?

We would like to more clearly and visually communicate the purpose of Scaling Up Resilience in Governance (SURGE). Also, compared with the “historical video” or film on the DIPECHO models, this is a communication material that can be produced more quickly.

What kind of video do we want?

We would like a video that is:

- broadcast quality
- delivered in Filipino/Tagalog
- short-enough to deliver the key messages succinctly. One video may for three (3) minutes maximum and a shorter version for 1.5 minutes.
- maximises animation/ motion graphics for clear illustration of messages
- funky yet crisp and clean for a popular appeal
- uses snippets of available and previously shot video, if these could beef up groundedness and substance
- featuring 1-2 ICBDRR exemplar and champion (or potential champion) to enhance the project's credibility
- using creative commons licensed set of music/ instrumentals for added appeal. If it can have its own continuous score, why not.

What is the desired impact of the film?

The video aims to introduce SURGE and promote ICBDRR. The video must clearly demonstrate the advocacy of SURGE and the positive impacts of ICBDRR, once LGUs adopt it.

- Hooked on the “build back better” concept, instill the idea that “another way is apparently possible” especially in contrast with the aftermath of Haiyan
- Make LGUs interested in ICBDRR practices and transform these into projects, programs and policies using their own resources and mechanisms

- Recognize that women, children, persons with disabilities, older persons, indigenous peoples and those who are living in remote areas have human rights, which include their meaningful participation in DRR processes towards securing themselves and improving their future.

Which materials can we use for the film?

Given its length, the video would rely heavily on narration/ voice-over and animation/ motion graphics. We are open to have snippets of related videos and stills.

What style do we want for the film?

Our peg for this video includes: the Story of Solutions (URL: <http://www.youtube.com/watch?v=cpkRvc-sOKk>), the Girl Effect (URL: <http://www.youtube.com/watch?v=1e8xgF0JtVg>), and Weather We Like it or Not (URL: <https://www.youtube.com/watch?v=fKd8oe2rJ2l>)

We would like the film to be an animated advertisement-style,

- focusing big ideas like change, positivity and empowerment
- grounding it on reality and this is where snippets of existing video (those that are available on youtube) and stills of actual people may help
- banking and at the same time enhancing our narrators' credibility, grace and pizzaz.
- producing a popular but still substantive and sophisticated communication product.

How long will the production process be?

At the most, the production process should take 30 days to complete, that should include meetings with the SURGE working group, feedback on the first cut by the SURGE Project Management Team and SURGE Project Steering Committee.

When will the film be released?

The film must be publicly released during the launch of SURGE or shortly after the first anniversary of Haiyan.

Can you give a brief outline for the storyboard?

With two narrators/ voice over talents, the following is an EXAMPLE of a basic sequence. Note: Unless otherwise indicated, each sequence consists of animation/ motion graphics.

- A look back on Haiyan (*stills*)
- All these can change when we make disaster preparedness, mitigation, management, climate change adaptation and recovery inclusive.
- Imagine a well-trained and equipped DRR office that respects this (a colorful PCVA map), understands this (scientific information), makes the most of this (a bamboo for EWS) or this (radio), keeps this safe and clean (evacuation center, toilets) and even building up this (solar power cells), with a good stuff like this (*malunggay* noodles) and then turns the indigenous into an innovative stuff (collapsible shelter) (*animation plus stills*)
- No, these are not rocket science. These have already been done and done well. (*clips*)
- Making the most of what is there despite their gaps: The policies and public servants (DRRM Law, barangay captains and tanods, the mayor, the governor, congressperson, the president); the science people (Philvolcs, Pagasa, MGB); the teachers, roadbuilders, professors who can share so much knowledge and techniques from the lab and many more who simply want that we build back better.
- So how do we spread these stuff? It boils down to inclusivity, people and change.
- Just ask long time humanitarian aid agencies Christian Aid, Handicap International, Oxfam and Plan International who've worked on empowering women, ensuring gender equality, reviving hope for persons with disabilities and older persons, building safe schools, and sailing to small and remote islands.
- Now they are coming together to assist more high-risk communities understand and implement inclusive community based disaster risk reduction in changes in policies and practices. And make these open, effective, meaningful for all.

- With SURGE, we advocate changes to make DRR policies and practices inclusive and participatory; assist high-risk communities to replicate successful ICBDRR models through peer to peer mentoring; and spread the ideas, tactics and technologies on how you can promote ICBDRR (*tick tick boxes*)
- Different people have different needs and strengths but all have human rights and dignity. They don't want pity and alms. Like the rest of us, they have a voice.
- Imagine if these voices are heard by more people. Imagine how many lives can be saved, how many futures can be secured and how much opportunities can be created. Imagine if more local government units would embrace and invest inclusive community based disaster risk reduction.
- Find out more how you can benefit from and contribute to SURGE.

Closing sequence to include drrknowledge.net, icommitto drr social media accounts and e-mail address; logos of the Consortium members and ECHO

Does SURGE have talents for this project?

The Consortium members of SURGE have their respective ambassadors, who can be considered for this project. But we are open to other talents.

How about accessibility?

The video must integrate subtitles in English and if possible, sign language.

How much is the budget and how will it be disbursed?

The budget is reasonable, even taking into account all applicable taxes such as the 10% withholding tax and 12% expanded value added tax. The budget will be released in three tranches:

- Forty-five per cent (45%) - upon signing of the contract and approval of the revised storyboard
- Forty per cent (40%) - after the first cut
- Fifteen per cent (15%) - after the final cut and turn-over of all raw materials used, shot and recorded for the film

What other forms of assistance can you expect from us?

SURGE will assist the winning bidder by:

- providing feedback on the script
- providing stills and video clips and in coordinating with the talents in terms of schedule.
- linking up our partners in shooting locations with the film makers

What are the specifications for the video?

- Resolution: High definition (HD)
- Dimensions: 1920 x 1080
- Standards: Both PAL and NTSC

What are the other outputs we expect from the winning bidder?

We expect collaterals at least five (5) color photos/ stills from behind the scene, with captions. T
The winning bidder must provide SURGE an external hard disk with all the raw materials by 15 March 2015.

Where and how will the video be used?

The video will be uploaded on Youtube. It will be played in all activities of SURGE.

What must be submitted and when?

- Name/s of the proponent/s and their contact details (e.g. addresses, phone numbers)
- Synopsis in English, approximately 500 words
- Detailed sequence treatment
- Budget plan using Oxfam's budget template and including all applicable taxes (e.g. 10% withholding tax and 12% expanded value added tax)
- Resume of proponent/s
- Links to a maximum of three samples of previous works

All proposals must be submitted on 22 January 2015 to manilaprocmurement@oxfam.org.uk with the reference on the heading: "EOI-video"

How will the winning proposal be selected?

A panel will be convened, with members coming from the four consortium members of SURGE, namely Christian Aid, Handicap International, Oxfam and Plan International. The winning bidder will be notified by 5 February 2015, at the latest. All EOIs will be rated according to the following:

- Concept of the project (40%)
- Skills and equipment (25%)
- Budget proposal (20%)
- Ability of the bidder to finish the project (15%)

About SURGE

Scaling Up Resilience in Governance (SURGE) is a consortium consisting of Christian Aid, Handicap International, Oxfam and Plan International and funded by the European Union humanitarian aid. It aims to increase resilience of high-risk communities in the Philippines. It extends the learnings on inclusive community-based disaster risk reduction (ICBDRR) to more communities and advocates improvements in disaster risk management policies and practices.

- The enhancement of disaster risk management policies and practices must be informed by the successful experiences on inclusive community-based disaster risk reduction (ICBDRR), including lessons from the aftermath of Haiyan.
- Learnings from successful ICBDRR must be institutionalised in more local DRM through peer-to-peer mentoring methodologies through which local government units (LGUs) and DRR champions can hand-over their knowledge and skills on ICBDRR to more LGUs.
- The diverse voices and meaningful participation of women and men, girls and boys, persons with disabilities, older persons and other individuals who have been rendered vulnerable by structural and practical barriers, must be integrated in DRM processes. This way, each person's dignity, capacities and resources are strengthened.