

Terms of Reference

Consultancy services

to produce animation video introducing the Hanoi office

1. Background

The Rosa-Luxemburg-Stiftung is one of the six major political foundations in the Federal Republic of Germany, tasked primarily with conducting political education for progressive social development both at home and abroad. The Stiftung is closely linked to the German Left Party, [DIE LINKE](#). Since its founding in 1990, the Stiftung's work has adhered to the legacy of its namesake, German socialist leader Rosa Luxemburg, and seeks to represent critical thinking and democratic socialism with an unwavering internationalist focus.

The Hanoi office of the Rosa-Luxemburg-Stiftung Southeast Asia (RLS SEA. Hanoi office) embraces a mission of supporting the transformation of countries such as Vietnam, Cambodia, Laos, and Myanmar into participatory, socially just, and ecologically sustainable societies. The RLS SEA. Hanoi office opened its doors in April 2009 and currently cooperates with around 15 partner organizations, including academic institutions, universities, non-governmental organizations, think tanks, government institutions, and parliaments.

2. Rationale & purpose

For promoting the foundation's visibility in general and the Hanoi office's branding in particular, the RLS SEA. Hanoi office is looking for consultancy services to produce an animated introduction video about the Hanoi office. The expected video's duration is **at maximum 5 minutes**. The video will visualize our works, missions and goals in the Southeast Asian area with a close link to the global objectives of the foundation. It will be widely used to introduce the office in project activities and other public events.

3. Scope of work

No.	Main task	Timeline					Estimated man-day
		Week 4/Oct	Week 1/Nov	Week 2/Nov	Week 3/Nov	Week 4/Nov	
1	Briefing with RLS about the job requirements	x					0.5
2	Desk review and propose the video concept + transcript and related details (voice off, BGM, etc.,)	x					1.5
3	Produce demo version for the approved concept	x	x				5
4	Receive feedback and edit		x	x			1
5	Produce final video			x	x		7
6	Receive feedback and edit				x	x	2
7	Finalize video and handover all materials					x	1
In total							18

4. Consultant roles and responsibilities
 - Conduct desk review: Analysis of brief and relevant documents provided by RLS SEA. Hanoi office
 - Develop video concept and transcript, including but not limited: video animation style, detailed transcript, key graphics, detailed work plan and budget.
 - Work with RLS SEA. Hanoi office's Communications Officer to finalize video concept, transcript, demo and final video.
 - Be responsible for producing the video with proper equipment, personnel, licensed software and other materials.

5. Required deliverables
 1. Video concept + bilingual transcript (Vietnamese + English)
 2. Demo version of the 01 video (English) based on approved concept + transcript
 3. Final version of 02 bilingual videos (Vietnamese + English) with working files and relevant materials during the production

6. Selection criteria

The consultant(s) can be Vietnam national or international professional with relevant education and working experience. Both individual consultants and agencies are eligible to apply. The main criteria for selection are:

 1. Having proven capacity and extensive experience in producing video with focus on creative animation video (*assessment based on the consultant's portfolio and profile*)
 2. Proposing proper work plan and clear + convincing idea for the video's concept (*assessment based on the consultant's proposed work plan and concept*)
 3. Meet the given timeline for this service (*assessment based on the consultant's work plan*)
 4. Having the most reasonable price (*assessment based on the consultant's financial proposal*)

7. Contact, application and required documents

Interested candidates should send the following documents and clearly stating the position title to email: communications.hanoi@rosalux.org by the closing date of 20th October 2021. Only the consultancy services that submit all required documents as below are considered for the selection.

 1. Your individual/group profile
 2. Portfolio with highlight of one or two impressive/outstanding products
 3. Proposed initial concept/animation style with example for the RLS animated video
 4. Detailed work plan with corresponding financial proposal, including: unit price per estimated man day or per single task and total price with tax