

TERMS OF REFERENCE

Production of audio and video adverts for a Tsunami Awareness Campaign

1. BACKGROUND

The coastal communities of Barranco, Bomba, Gales Point, Independence/Mango Creek, Sarteneja and Belize City are highly vulnerable to flooding, storm surge, and tsunamis due to their location in low-lying coastal areas and their exposure to seismic activity. While these communities are accustomed to tropical storms and hurricanes, awareness of tsunami risks, warning systems, and evacuation procedures remains limited.

Tsunami awareness and preparedness are critical, especially given that the warning window for tsunamis can be extremely short. Early action can save lives, but this requires that communities understand the threat, recognize warning signs, and know evacuation routes.

In view of the above, the National Emergency Management Organisation (NEMO), as a beneficiary under the Implementation of Multi-Hazard Impact-Based Forecasting and Early Warning System for the Belize River Watershed (MH-IBF-EWS) Project, aims to conduct a campaign to increase awareness and expand tsunami early warning systems nationwide. NEMO will first build the awareness foundation for later investment in fit-for-purpose warning equipment.

The full campaign aims to:

- a. Increase public knowledge in target communities about tsunami hazards, warning signals, and safe evacuation practices.
- b. Foster community readiness by engaging local leadership, schools, and residents in preparedness discussions.
- c. Lay the groundwork for future system deployment by building community trust and buy-in.

The exercise will be undertaken via the Caribbean Development Bank funded MH-IBF-EWS Project being implemented between 2024 and 2026 with its expected outcome being improved institutional capacity of NMS and National Emergency Management Organization (NEMO) to deliver effectively early warnings and climate services.

2. OBJECTIVE

The overall objective of this assignment is to engage a media and communications consultant to conceptualize, design, produce and deliver tsunami awareness video materials to support public education and emergency preparedness.

3. SCOPE of WORK

The consultant will be responsible for producing a suite of audio and video materials designed to maximize public awareness, comprehension, and readiness for tsunami hazards.

Activity 1: Inception and Production Planning

- i. Convene an inception meeting with NEMO to confirm campaign objectives, target audiences, creative direction, technical expectations, and delivery formats.
- ii. Review all **scripts provided by NEMO** for the video and radio adverts and propose any technical or creative enhancements necessary for production quality.

Activity 2: Production of Video and Audio Adverts

- i. Based on scripts **provided by NEMO**, the consultant will develop, design and produce the following:
 - **Two (2) video adverts** (30–60 seconds each)
 - Languages: **English and Spanish**
 - Deliverables must include versions optimized for TV, social media, and mobile viewing (horizontal + vertical formats).
 - **Four (4) radio/audio adverts** (30–45 seconds each)
 - Languages: **English, Spanish, Maya, and Garifuna**
 - Deliverables must include broadcast-ready formats for radio, and digital formats suitable for messaging apps and social media audio distribution.
- ii. Provide **storyboards/mood boards** for the two video adverts for NEMO’s review before filming or animation begins.
- iii. Submit draft versions of all video and radio adverts for NEMO’s feedback.
- iv. Incorporate revisions and produce final, polished versions suitable for nationwide broadcast and digital dissemination.

Activity 3: Quality Assurance and Finalization

- i. Conduct internal quality control to ensure clarity, accuracy, cultural appropriateness, and alignment with NEMO’s communication standards.
- ii. Deliver final master files in all required broadcast and digital formats.

Activity 4: Final Report

- i. Prepare and submit a report (maximum 10 pages) summarizing activities undertaken, challenges encountered, and recommendations for future awareness campaigns.

4. REQUIRED DELIVERABLES

Deliverable	Description	Timeline
Inception brief and Storyboards / Production Brief	For 2 video adverts based on NEMO's provided scripts	4 weeks after contract signature
Draft video and radio/audio adverts	Drafts of 2 video adverts and 4 radio adverts	6 weeks after contract signature
Final approved video and radio/audio adverts in the required format(s)	Final versions of all 2 video and 4 radio adverts , in all required formats	8 weeks after contract signature
Final Assignment Report	Summary of process and recommendations	10 weeks after contract signature

All deliverables will be submitted electronically to the Project Coordinator and copied to the Public Relations Officer stationed at NEMO's office in Belmopan.

5. QUALIFICATIONS AND EXPERIENCE

The selected individual consultant should possess/demonstrate the following qualifications:

- Bachelor's degree in Communications, Modern Languages or related fields such as Journalism, Public Affairs, Public Relations, Marketing, International Relations, Development Studies or Public Administration.
- Minimum three (3) years of experience in professional audio-visual production and public communication campaigns.
- Proven experience in producing **content** for at least five (5) awareness-focused activities for government, development agencies, or humanitarian organizations over the past ten (10) years.
- Demonstrated ability of having produced culturally relevant audio/video materials in English and Spanish as evidenced by at least two products in each language over the past ten (10) years (samples required).
- Experience of having produced at least ten (10) short-form social media content for awareness or behaviour-change campaigns over the past ten (10) years).
- Knowledge of the cultural and socio-economic context of the Caribbean and experience working in the Caribbean, preferably Belize, and of similar small island context as evidenced by at least three (3) years providing related services in the region.

6. DURATION

The assignment is expected to require **twenty (20) working days** and be completed within ten **(10) consecutive weeks** after contract signing

7. LANGUAGE

All reports and deliverables shall be in **English**, with **audio and video content** produced in **English and Spanish**, and aforementioned languages listed under *Activity 2*.