

## TERMS OF REFERENCE FOR VIDEO PRODUCTION SERVICES

### **Project Title: U-CHANGE Project findings and recommendations video production**

JRS Europe seeks a service provider to develop and produce tutorial videos for teachers, to guide them on how to navigate and use the project materials on the website.

The video tutorial should be practical, innovative, attractive and engaging.

The materials of the projects are available at <https://jrschange.org/> and are divided between those for teachers and those for students and per project.

### **1. Project Description**

#### About understanding CHANGE

Understanding Change (U-CHANGE) is a project coordinated by JRS Europe that researches how students' perception of migration evolved through the CHANGE education project. While CHANGE education project focuses on in-school work and awareness raising on critical thinking, U-CHANGE researches the findings from the evaluation of that work. The goal of the project is to develop an innovative methodology to promote critical thinking among young people and facilitate civic engagement with the goal of social inclusion. To achieve this, the project proposes 1. A report from the evaluation of how students' perception of migration evolved through CHANGE education project (ex-ante/ex-post evaluation of 3000 students in Europe) and 2. A training guide for teachers to foster critical thinking among students.

#### About the CHANGE Project

Between January 2019 and August 2022, JRS Europe coordinated a large-scale European raising awareness project (funded by AMIF) and implemented with partners in 9 European countries – Belgium, Croatia, Hungary, Ireland, Italy, Malta, the Netherlands, Portugal and Spain. The goal of the project is to educate young people on the positive contributions of refugees to society and encourage them to act to make a change in their schools and local communities. To achieve this, the project proposes 1. An educational course 2. Encounters with forcibly displaced people and 3. A programme encouraging students to act to make a change in their schools and local communities.

At the end of the project, more than 45.000 students engaged with the curriculum.

#### About the Jesuit Refugee Service

Jesuit Refugee Service (JRS) is an international Catholic organisation with a mission to accompany, serve and advocate for the rights of refugees and others who are forcibly displaced.

JRS sees a need to invest energy in educating young people by raising awareness about the challenges encountered by forced migrants. Through a combination of a fact-based curriculum and storytelling,

creating classroom encounters with migrants, and supporting their own voices in schools and local communities, our CHANGE raising awareness methodology fosters critical thinking skills among young people on the positive contribution of forced migrants to society.

## 2. Scope of the work

The service provider is expected to develop a creative video tutorial to guide and support the teachers when discovering the website and related content and materials.

The final product should be a maximum 5-minute practical and engaging video tutorial. The video tutorial should be created using a mixture of stock footage, motion graphics, animation and/or any other engaging visual technique. It should also include music and narration and it may include sound effects. The video tutorial should be clearly structured into modules that could be later split into smaller videos.

The content to be covered should follow this scheme:

1. Why discussing Migration in Class is important?
2. The U-CHANGE project background (research and experience of the project)
3. Key components of the CHANGE methodology and overview of the stages of the CHANGE curriculum
4. Recommendations to make these projects impactful.
  - a. The role of the teacher and how to prepare the pedagogical session.
  - b. The importance of the encounter with and testimonies of migrants and how to prepare it.
  - c. Inspiring action: How to make students become actively involved.
5. Call-to-action and explanation on how to access the CHANGE materials

References for the content of the final product:

1. PREZI presentation for teachers: <https://prezi.com/view/CZCsKxcwz5ycRQVSUFmc/>
2. U-CHANGE Project website: <https://jrschange.org/projects/course-u-change/>
3. U-CHANGE report: [https://jrschange.org/wp-content/uploads/2023/03/UChange\\_04-one-page-in-the-screen.pdf](https://jrschange.org/wp-content/uploads/2023/03/UChange_04-one-page-in-the-screen.pdf)

## 3. Target group:

The final product is designed for teachers in all partner countries. The product will be disseminated via our partner network in schools and other educational platforms that we currently work with but also be

promotional in nature in order to reach a wider education audience. The product will also be published on our JRS Change website.

#### 4. Evaluation Criteria

The technical evaluation will be considered in accordance with the following information:

EVALUATION CRITERIA MATRIX				
	Overall Weighting	Category		
<b>PRICE</b>	30%	Service quality	30%	Cost competitiveness
<b>Quality</b>	70%	Technical	20%	Clarity / pertinence of the objectives /
		Capacity	30%	Methodology: quality and effectiveness of the work plan /
		Efficiency / implementation	20%	Efficiency of the work plan / appropriateness of the tasks / resources and deliverables
	100%			

Evaluation score	
<b>0 -n/r</b>	The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information
<b>1 Poor</b>	The criterion is inadequately addressed, or there are serious inherent weaknesses
<b>2 Fair</b>	The proposal broadly addresses the criterion, but there are significant weaknesses
<b>3 Good</b>	The proposal addresses the criterion well, but a number of shortcomings are present
<b>4 Very Good</b>	The proposal addresses the criterion very well, but a small number of shortcomings are present
<b>5 Excellent</b>	The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

#### 5. Approximate timeframe

(A more precise timeframe will be agreed upon after the contract agreement)

- **Publishing of the Terms of Reference:** 24 April 2023
- **Deadline for providing offer:** Sunday 14 May 2023 at 23.59

- **Evaluation of the offers:** 15-19 May 2023
- **Communication of the results of the evaluation:** 22 May 2023
- **Kick-off meeting with JRS Europe:** 22-31 May 2023
- **Concept presentation:** June 2023
- **Product development:** July 2023
- **Delivery of the final product:** 1 August 2023

To ensure specific customs procedures insight of the process, the evaluator will work in close contact with the JRS Europe Programs Manager and Communication Officer.

## 6. Required Qualification

- Proven experience in creative content development in the field of education
- At least 2 similar works
- Experience developing content for teachers is an asset
- Fluency in English is required

## 7. Application process

The service provider is expected to send a short offer as well as 2 previous similar works by 14 May 2023. Moreover, JRS Europe requires a written estimate of the cost of the service.

## 8. Contact

Please send it by email to [nale.barbieri@jrs.net](mailto:nale.barbieri@jrs.net) / [carola.jimenez@jrs.net](mailto:carola.jimenez@jrs.net) with “Teacher Training TOR” as subject heading.