

31 May 2018

Consultancy to a Produce Data Animation Video to Illustrate the Multiple Overlapping Deprivation Analysis approach to child multidimensional poverty research

Communications and Advocacy

Background

The UNICEF Office of Research – Innocenti based in Florence, Italy, occupies a unique position within UNICEF as the dedicated centre for research on children. One of the main research streams of the office is multidimensional child poverty analysis, what has also been referred to as “Multiple Overlapping Deprivation Analysis,” or MODA. MODA is the only systematic analytical framework for measuring the various dimensions of poverty affecting *children*. As such it offers global child rights and development community an incredibly valuable set of tools for developing effective anti-poverty strategies. MODA follows the life course approach, adapting the measure to different stages of the child’s life. It is a flexible tool that can be adapted to different contexts. It has been applied regionally, to low-income countries, the EU, and Arab countries. It has been applied in over 50 countries worldwide.

Over 50 countries have now adopted MODA methodology for the analysis of multidimensional child poverty; however, there is a need to promote the strategy so that it can be scaled up more widely. This is necessary to speed the process of developing policies to achieve SDG target 1.2, elimination of child poverty in all its dimensions.

UNICEF Innocenti is in the process of developing enhanced data visualization interface to make MODA more accessible and interactive online. There is a need to develop a suite of communication materials to introduce the strategy and approach to the child rights and multidimensional poverty communities worldwide.

A cornerstone of the effort to increase the visibility of the MODA approach and to expand the number of countries using it as a primary tool for building poverty alleviation policies is a proposed data animation video. The other materials being developed are a flyer, web-pages that will be better optimized to reflect findings from various studies and a refreshed MODA project web page on the Innocenti website.

Key information resources for understanding MODA:

- Webpage: <https://www.unicef-irc.org/research/multidimensional-child-poverty/>
- Blog: <https://blogs.unicef.org/evidence-for-action/getting-clearer-picture-child-poverty-arab-states/>
- Tanzania Report: <https://www.unicef.org/esaro/2016-UNICEF-Tanzania-Child-Poverty.pdf>
- MD Child Poverty brochure: (attached)

Description of visual products required

The communication section will hire a data animation studio to produce the artwork and animation required

Main deliverable: A 5-minute data animation or data motion graphic video containing the following elements of the MODA strategy:

- a. Introduction to MD poverty vs income poverty
- b. Context of the SDGs and target 1.2
- c. Explanation of how HH MD poverty measurement can miss children
- d. Outline of child poverty deprivation
- e. Graphic examples of multiple deprivations
- f. Measuring deprivations of actual children, not households with children
- g. Case studies: what do we see?
 - i. Tanzania
 - ii. MENA(These will show actual examples of multiple deprivations overlaid on a map of districts and countries and the animation will zoom in to explain what 4 deprivations look like in one district versus 2 in another)
- h. Call to action/how to conduct MODA analysis

Purpose – a) To provide high quality, engaging, video and data visualization to help actors in multiple countries understand the MODA approach; b) improve Office of Research digital communication channels and social media messaging about MODA; c) boost visibility of MODA as a prime tool for measuring CP to reach SDG target 1.2.

Main audience – Researchers, policy actors and development practitioners.

Language – English, messages driven primarily by visuals and text only, voice over narration also an option. Should be easily adaptable to local languages.

Music/sound effects – High quality music and sound effects will be required to amplify the visuals.

Specific actions to be completed to achieve the objectives:

- Study and familiarization with the MODA project and selected country/region case studies;
- Presentation of 2-3 concept/project pitches for approval;
- Presentation of a story board/visual scenario based on the approved concept/pitch for approval;
- Presentation of a rough edit/skeletal artwork for approval;
- Presentation of the final deliverable.

Final outputs:

- a) 5-minute data animation video with music and English titles;
- b) Data animation translated and titles also provided into French and Spanish (TBC)

The consultant should be prepared to interact with UNICEF Innocenti frequently in the editing/refinement process. The UNICEF Innocenti Communication Unit will sign-off on all ideas, concepts and data before production commences.

Specific outputs/products/results with specific delivery dates:

<u>Date</u>	<u>Product/Deliverable</u>
30 June 2018	Study and familiarization with MODA project
10 July 2018	Finalize script
15 July 2018	Presentation of 2-3 concept/project pitches for approval;
25 July 2018	Presentation of a story board/visual scenario based on the approved concept/pitch for approval;

15 August 2018	Presentation of a rough edit/skeletal artwork + French and Spanish versions submitted for approval
10 September 2018	Presentation of the final deliverable

Qualifications and/or specialized knowledge/experience required and desirable for undertaking the assignment

- Undergraduate degree or above in a related field
- At least 5 years' experience in television and video production
- At least 5 years' experience in video/film editing
- At least 5 years' experience in production
- Familiarity with statistics and ability to translate complex research data and evidence into widely understandable concepts
- Excellent English oral and writing skills

Prior experience with UN or UNICEF is an asset.

Duration of the consultancy: 25 June – 10 September 2018

Supervision and work arrangements: The supervisor of the assignment is Dale Rutstein, Chief, Communication, UNICEF Office of Research – Innocenti.

Payment Schedule:

25%	Upon contract signature
25%	15 August 2018
50%	10 September 2018