

**Attachment A :**  
**SCOPE OF WORK (SOW)**  
***Developing Engaging Video about 'Safely Managed Water'***  
**August-October 2020**

4.6.1. Development and Sharing of Lessons Learned, Best Practices via Toolkits and manuals of IUWASH PLUS Signature Programs

**A. Background**

The USAID Indonesia Urban Water, Sanitation and Hygiene, *Penyehatan Lingkungan Untuk Semua* (IUWASH PLUS) program is a five-and-a-half-year initiative designed to assist the Government of Indonesia (GOI) in increasing access to water supply and sanitation services as well as improving key hygiene behaviors among urban poor and vulnerable populations. USAID IUWASH PLUS works with governmental agencies, the private sector, NGOs, communities and others to achieve the following "high level" results:

1. An increase of 1,100,000 people in urban areas with access to improved water supply service quality, of which at least 500,000 are from the poorest 40% of the population (also referred to as the "Bottom 40%" or "B40"), vulnerable groups or Indonesia's eastern provinces; and
2. An increase of 500,000 people in urban areas with access to safely managed sanitation.

To ensure that improvements in access to WASH services are sustained, USAID IUWASH PLUS is guided by a development hypothesis that focuses on strengthening service delivery systems, so they can more effectively reach the poorest and most vulnerable segments of the population. In order to achieve this at scale, the program undertakes activities through four interrelated components, including: 1) improving household WASH services; 2) strengthening city WASH institutional performance; 3) strengthening the WASH financing environment; and 4) advancing national WASH advocacy, coordination and communication. In support of these components, USAID IUWASH PLUS also implements a Local Sustainability and Innovation Component (LSIC) that is designed to stimulate WASH innovations that strengthen community, private sector and government WASH service provision.

**B. Activity Background**

With the digital age in its full bloom, the world has become smaller than it ever was. There are multiple innovative ways of communication that are faster, cheaper and much more intimate. A message can be spread across to a billion plus people in the blink of an eye and you can get a feedback to this message even quicker. Hence the age we live in is more exciting and interactive than we could have thought of, truly a digital revolution. As the means of communication evolved from phone and e-mail to a much better scale, one of the most popular and interactive means of communication emerged videos. Videos are so rich in content and so effective that they are the most prevalent means of sending messages on social media today. Videos are one of the most effective means of engagement and thus one of the best tools in the digital age.

Therefore, USAID IUWASH PLUS considers it is necessary to keep up with the technology advances by using video to share the information, education, and communication (IEC). 'Safely Managed Water' video as an advocacy tool for all water supply institutions. This video would also support the

Government of Indonesia especially BAPPENAS on to provide understanding why safely managed water is important in Indonesia and increasing the commitment of all stakeholders prioritizing the water safety plan for safely managed water. This video will designed to increase the commitment and participation of relevant stakeholders (Government of Indonesia, Local Government, Public Sector, Private Sector, NGOs, Academics, etc). Safely managed water video aims to support the achievement of the Sustainable Development Goals (SDGs) targets, especially goal 6 about ensuring access to safe water sources and sanitation for all and strengthen WASH sector in an effort to meet RPJMN 2020 - 2024 targets. These videos should be easily accessed and used by the partners and the public at all times, even beyond the life of this project.

### C. Objective

The primary objective of this activity is to produce a video of **'Safely-Managed Water'** products in the form of digital media products that will be easily unbundle into **two parts: Why Safely Managed Water is Important? and Water Safety Plan**. The use of this video will help the followings:

1. Share knowledge and give information of the conditions of water supply in Indonesia
2. Advocate and explain the mandate to provide safely managed water.
3. Inform SDGs Goal 6 as the global commitment and RPJMN 2020 – 2024 to reach and provide safely managed water.
4. Empower and increase understanding on how **RPAM** (Water Safety Plan) help in achieving safely managed water through a risk management approach.

### D. Tasks

In general, the tasks of this produce an engaging-animation video will include, but not limited to, the following:

- Storyline, Storyboard, and Script development:
  - a) Brainstorm the angle, coverage, and messages of each scene together with the USAID IUWASH PLUS communication team.
  - b) Develop the scripts and storyboards, which will be reviewed and approved by the USAID IUWASH PLUS team.
  - c) Initial concept of **'Safely Managed Water'** video – **15 minutes duration video** – which will be unbundle into two parts (**7.5 minutes each video**)
    - **Part One (7.5 minutes) – Why Safely Managed Water is Important?**
      - i. Global Commitment
        - Mandate of safely managed water globally (SDGs 2030)
        - The mandate of safely managed water in the Law Number 17 Year 2019 regarding water resources and RPJMN 2020-2024, including water supply targets

- Information about authority for achieving access for safely managed water
  - ii. Definition of access for safely managed water according to SDGs
    - A brief description of 4 ladder, include inform the key message of pipe water is the closest way for achieving safely managed water
  - iii. What is Indonesia's current achievement of safe and proper water supply, compared to other countries in ASEAN and Asia
  - iv. Types of technology that supports the provision of safely managed water:
    - Both piping and non-piping and highlight the message that *'the only way to achieve the target is with piping' and 'water utility has a responsibility to ensure the water standard can be achieved'*
    - Existing programs that support safe drinking water, from sources to consumers (RPAM, Pillar 3 STBM, PKAM, ZAMP, and conservation program)
  - v. Describe and inform the evidence that safely managed water is directly related to public health
    - Drinking Water Quality Study/SKAM-RT, UNICEF Study, BJP Study, Customer Satisfaction Study
    - Snapshot fulfillment of PDAM performance related to water quality
- **Part Two (7.5 minutes) – Water Safety Plan for Safely Managed Water**
- i. Water supply services in general in Indonesia, which meet the '4K' principle
  - ii. Linking the 'quality' with safely managed water
  - iii. Overview the PDAM's mandate to safely managed water
  - iv. Information about 'Why is **RPAM** (water safety plan) important?
  - v. Explanation of the concept and definition of RPAM
  - vi. A brief description of the framework of the II RPAM modules
  - vii. The 'need' to implement the RPAM and good practices that have (started) been carried out by the PDAM
    - There is a testimony from the Ministry of Public Works, BPPSPAM
    - Experiences from PDAM Malang City, Payakumbuh PDAM, Banjarmasin PDAM, etc. (confirmation will be done in the first week of assignment) in implementing RPAM (highlighting the efforts being implemented, the benefit for PDAMs, after and before RPAM)

- The need to implement the RPAM: starting from preparing the RPAM document (message: although challenging, applying RPAM in PDAM daily operation is inevitable, it can be started by the easiest and low-cost effort such as correcting the procedures while continue addressing the more challenging efforts)
  - viii. The relationship between RPAM and *Zona Air Minum Prima* or ZAMP 'Water Supply Zone' (as an indicator of success and can be applied in other Zones)
    - The intersection of RPAM (output) and ZAMP (approach)
    - Testimonials and success stories of the PDAMs that have implemented ZAMP
  - ix. Highlights about the importance of RPAM and COVID-19 'Without RPAM, PDAM could not be able to assess where contamination risks (such as viruses, including COVID-19) might entering the water supply system.
- Create Animation and Testimonials Shoots
  - a) Create the animation or motion-graphics for video development
  - b) Shoot the testimonials to the field and opinion interviews
  - c) **Mainly using an animated approach, but combined with the shoot of testimonials and opinion interviews**
  - d) The suggested or example video can be seen at
    - Animation video of Sustainable Development Goals 6, <https://www.youtube.com/playlist?list=PLu0YhTTvu4h5PRqwSaSmJCft0I0Cyn-Qc>
    - Video Tutorial of Building Septik Tank from the Playlist of Water & Sanitation Program Video Tutorial <https://youtu.be/NzSPSjiCLvc>
- Video Editing:
  - a) Edit and produce high-quality engaging-animation videos based on the agreed concept and storyline
  - b) Provide voice talent for the video voice over in Bahasa Indonesia with two selectable subtitles (English and Bahasa Indonesia).
- Internal and external Review
  - a) The USAID IUWASH PLUS team and BAPPENAS will review the videos and provide necessary input and feedback.
  - b) The USAID IUWASH PLUS will also request input from the RPAM task team (Bappenas, MPWH, MOH, WHO and IUWASH PLUS) for the storyboard and visual-board.
  - c) The video maker will make the first revision of the videos based on those input and feedback.

- Finalization of all instructional videos based on all final input and feedback.
- Ensure the videos are in compliance with the USAID Branding and Marking standards and USAID Graphics Standards Manual, including the use of the USAID video bumpers.

#### **E. Estimated Budget**

Funds budgeted for the implementation of this activity will be provided by USAID IUWASH PLUS to the selected service provider. The maximum budget estimate for this activity is Rp70,000,000,-

The budget will cover all costs for video production (animation and dubbing), human resources, transportation, FGD, communication and reporting.

#### **F. Payment Schedule**

The payment schedule will be arranged based on the deliverables production process as follows:

No	Deliverable Production Process	Timeline	Amount of Payment
1.	Proposed animation-video concept and workplan - Revision of the first and editing results based on feedbacks and input from the internal review of the USAID IUWASH PLUS team and BAPPENAS	28 August 2020	20%
2.	Final storyboard and draft visual-board	21 September 2020	40%
3.	Final product of animation-video files.	5 October 2020	40%

#### **G. Posting and Reporting Relationships**

The activity will be managed by Media Engagement Specialist as the 1<sup>st</sup> supervisor and Knowledge Management and Advocacy Specialist as 2<sup>nd</sup> supervisor, under Component 4. The service provider is required to have an intensive communication and discussion with the USAID IUWASH PLUS communication teams. The period of services is August 5 to October 9, 2020.

#### **H. Required Qualifications and Experience**

- Minimum three years of experience producing animated videos. Additional experience in producing videos for non-profit organizations or development programs would be an added advantage.
- Having animation-video idea and concept on how to present the video contents interestingly, and combined with the current video style and technology, such as the use of animation and motion graphics.

- Having excellent technical capacities in digital video making to ensure smooth and high-quality production.
- Proven ability to effectively manage workloads and meet deadlines, be self-disciplined, good communication skills, and have an absolute intolerance to plagiarism.
- Willingness to work in a responsible, flexible and collaborative manner.

#### **I. Copyright and Consent**

- The video product service provider must have license of all materials used for the video (e.g., still photos, graphics, animation, music/background). The service provider is allowed to use public license or non-copyright/royalty free materials and/or use supporting materials from USAID IUWASH PLUS.
- The videos and raw materials (e.g. still photos, graphics, animation, and motion graphics) shall be the property of USAID IUWASH PLUS and the service provider is not allowed to use them in any other projects without the prior written permission of USAID IUWASH PLUS.

#### **J. Selection of Service Provider and Evaluation Criteria**

- The video service provider should provide proposals consisting of the followings: **Proposal** (background of the program, experience, tasks to be conducted, methodology, production timeline, and proposed video ideas of the Safely Managed Water), **Cost Proposal**, and **Video portfolio/showreel** (files or Youtube links).
- The video service provider will be provided a pitching session to present the proposals.
- Further information and references of the program and activities can be seen on the USAID IUWASH PLUS website ([www.iuwashplus.or.id](http://www.iuwashplus.or.id)) and social media @airsanitasi.
- The video production service provider will be selected based on the tender results.
- The proposal will be evaluated based on:

a. Team Qualification:	40%
b. Experience:	30%
c. Methodology of animation-video concept:	30%