TERMS OF REFERENCE. ANIMATION VIDEOS for MPA Adaptation

Background of the consultation
Mediterranean Marine Protected Areas (MPAs) will be strongly impacted by climate change in the coming decades and adaptation mechanisms and actions are needed to reduce the number and intensity of threats, particularly in areas of projected high risk (vulnerable areas). Incorporating adaptation into current management frameworks in and around MPAs can contribute to increasing the resilience of marine communities and the coastal human societies that depend on them.

The MPA-ADAPT Project aims to raise awareness on the role of effectively managed Marine Protected Areas (MPA) for enhancing resilience to climate change and safeguarding ecosystem services, as well as to strengthen capacity of MPAs to plan for and respond to climate change impacts based on a better understanding of climate risk and vulnerability.

Five marine protected areas from three Mediterranean countries were chosen to act as pilot sites for the development of climate change adaptation action plans and their integration into existing management frameworks.

The IUCN Centre for Mediterranean Cooperation is one of the partners in the MPA-ADAPT project and is leading the communication and testing project packages. MPA-Adapt is funded by the European Regional Development Fund (in the framework of the Interreg Med Programme) and MAVA Foundation.

Objective of the consultancy
IUCN Centre for Mediterranean Cooperation (IUCN-Med) is seeking to develop 5 micro animation videos (length: 40’-1’) to explain different aspects on how Marine Protected Areas play an important role in climate change mitigation and adaptation, as they represent areas of reduced human pressure and concentrated conservation efforts.

The purpose of these videos is to create awareness among general public and policy makers about five topics related to Marine Protected Areas and climate change in the Mediterranean region:

1. How does climate change affect MPAs? (Impacts on biodiversity). Direct evidence of climate change is already being observed in the Mediterranean coast and in Marine Protected Areas. Sea temperature increase for instance, are causing changes in native species distribution, spread of alien species and, mass mortalities of macrobenthic communities.

2. Marine Invasive species and impacts in MPAs. Every year, new introductions of exotic or rare species are reported in scientific journals and are recorded by scuba divers. Understanding the impact of alien invasive species on marine ecosystems is
essential to prevent new invasions, elaborate efficient management actions and develop proper mitigation measures in Marine Protected Areas.

3. What kind of Climate change adaption measures can help to minimize the effects on MPA and people’s livelihoods? MPAs are being increasingly recognized as a key tool for maintaining and restoring ecosystem resilience in a changing climate. Adequate management actions might turn MPAs as potential sentinel sites for early warning and ground-truthing of trends in marine climate change, as well as the role of MPAs as nature-based solutions for climate change.

4. Climate risk and vulnerability: local communities. Through a simple language achieve a better understanding of the types of vulnerabilities that people face around MPAs.

5. Climate risk and vulnerability: visitors to MPA. Explain some considerations for visitors to protected areas from a climate-ready perspective may include aspects such as changed waste behaviour, dealing with severe heat and marine biodiversity...

Scope of Work
The scope of work of this consultancy is producing a series of micro animation videos that include the following activities:

- To prepare script and narration for the 5 micro animation videos
- To record narration and background music for the videos
- To develop the graphics or animation for the videos
- To prepare draft video and submit it to IUCN-Med for deliberation
- Finalize the videos as according to the feedback provided by IUCN-Med
- To manage all necessary tools and software.

IUCN-Med will provide background texts and outline ideas for each animation video as to allow the video developers elaborate the scripts.

Voice-over will be recorded in English. Verbal scripts will be also used to complement the animation (in 3 additional languages).

The videos should be delivered in a digital format that can be used on YouTube, and other digital media tools (open files) as well as in TV broadcast quality.

The videos will pass to the exclusive ownership of IUCN-Med, including all use and distribution rights connected to them.

References of other videos done by IUCN-Med:
Mediterranean Marine Protected Areas as nature-based solutions to climate change
https://www.youtube.com/watch?v=sB_cSdSlZ-A&t=9s

Expected outputs

- Final master of the 5 videos of 40 seconds- 1 minute in high resolution. Each video related to the 5 topics identified.
Timeline and payment:

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Deadline</th>
<th>Timeline and Payment</th>
</tr>
</thead>
</table>
| 3 videos  | December 2018 | Draft 3 first scripts (1,2,3 topics) by July/August 2018  
Draft script for topics 4 y 5 by December 2018  
Deliver final videos on topic 1,2 and 3.  
65% all total amount |
| 2 videos  | March 2019   | Deliver 2 videos for topic 4 y 5.  
35% all total amount |

The payment shall be made to the developer only upon delivery of completed work. No advance payment shall be made.

Selection criteria

**Quote Proposals will be accepted through 23th of March**, and evaluated on the following criteria:

- Proposed methodology and ideas
- Experience of the team
- Previous examples of work
- Budget

**Value**: Offers up to 15,000 euros including VAT to be sent to: Maria del Mar Otero at mariadelmar.otero@iucn.org.

For any other questions contact mariadelmar.otero@iucn.org and lourdes.lazaro@iucn.org