

Terms of Reference (ToR) - Production of Digital Explosive Ordnance Risk Education (EORE) Video Assets for Whole of Syria Social Media Campaigns

Deadline: October 21st, 2026

Technical focal point: Robin Toal Digital Eore Manager

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- **Contracting Organisation:** Mines Advisory Group (MAG)
- **Programme:** Whole of Syria (WoS)
- **Project Title:** Digital EORE Behaviour Change Campaign
- **Donor:** Government of Spain
- **Contract Duration:** 6 weeks from contract signature
- **Location:** Remote / Regional (Syria / Middle East)
- **Target Audience:** Civilians across the Whole of Syria, segmented by age, gender, and risk exposure (specifically IDPs, returnees, agricultural workers, scrap metal collectors, and caregivers)

1. Background and Context

Decades of intense armed conflict in Syria have left an extensive and catastrophic legacy of explosive ordnance (EO), including landmines, unexploded ordnance (UXO), abandoned explosive ordnance (AXO), cluster munitions, and improvised explosive devices (IEDs). Contamination affects residential neighbourhoods, agricultural lands, critical infrastructure, and transport routes, posing a daily lethal threat to civilians, displaced populations, and returnees.

Mines Advisory Group (MAG) delivers life-saving Humanitarian Mine Action (HMA) operations globally, integrating survey, clearance, and Explosive Ordnance Risk Education (EORE). In complex operating environments such as Syria, digital and mass media interventions provide a vital, cost-effective complement to direct, in-person EORE sessions. Digital delivery overcomes geographical fragmentation, access restrictions, and active insecurity to deliver critical safety messages at scale.

Funded by the Spanish Government, this project aims to produce and deploy a tailored digital EORE campaign across the Whole of Syria via MAG's digital and social media channels (primarily Meta platforms: Facebook and Instagram). The initiative seeks to maximise reach, raise threat awareness, improve identification of hazardous areas and items, and stimulate measurable adoption of safe behaviours to protect civilian lives.

2. Objective of the Consultancy

The primary objective of this consultancy is to procure the services of a qualified creative production agency or multimedia production team to design, adapt provided script for conversational style, film, and produce a series of high-impact, short-form, presenter-led digital EORE videos (approximately 30 seconds each), supported by clear motion graphics and animations.

The video assets must be specifically optimised for digital media distribution and paid social media advertising (Meta Ads), adhering strictly to International Mine Action Standards (IMAS 12.10), MAG's Global Technical Standards, and Social and Behaviour Change Communication (SBCC) principles.

3. Scope of Work (SoW)

The selected agency will work under the direct technical supervision of the Global Digital EORE and Mass Media Advisor, in collaboration with the MAG Syria Community Liaison Manager, Lalash Hussein, and the wider MAG Syria Programme Team. The scope of work encompasses:

Phase 1: Pre-Production and Concept Development

- Review MAG's baseline technical briefs, core messaging, and existing Knowledge, Attitudes, and Practices (KAP) insights relevant to Syria.
- Develop detailed storyboards and scripts in Syrian Arabic for a suite of **8 distinct 30-second videos**.
- Cast a credible, empathetic presenter from the region who speaks fluent Syrian Arabic with an authentic, relatable accent. The presenter's attire and grooming must be culturally appropriate, neutral, and aligned with local sensitivities.
- Ensure script alignment with SBCC methodology—moving beyond passive information transfer to active, actionable behaviour change (Stop, Do Not Touch, Turn Back, Report).

Phase 2: Production

- Execute professional, high-definition (minimum 1080p, preferably 4K master) filming in a controlled studio or safe, culturally representative regional setting.
- Ensure professional audio recording, colour grading, and lighting suited for digital mobile playback.

Phase 3: Post-Production and Adaptation

- Develop 2D motion graphics and graphic overlays to illustrate key hazards, visual clues of contamination, and safe actions without romanticising or sensationalising explosive items.

- Provide dynamic on-screen subtitles/captions in Syrian Arabic to support silent auto-play on mobile feeds.
- Format and export all master files into multi-platform digital aspect ratios optimised for paid social media performance:
 - **9:16 Vertical:** Meta Reels and Stories (primary format).
 - **1:1 Square:** Facebook and Instagram In-Feed.
 - **16:9 Horizontal:** Landscape display and archive.

4. Key Messaging Topics and Target Audiences

Scripts will be tailored to specific risk demographics and thematic scenarios across Syria:

Video Theme	Primary Target Audience	Core Behavioural Objective	Key Content Elements
Damaged Buildings & Rubble	IDPs, spontaneous returnees, urban dwellers	Deter entering or tampering with collapsed or partially damaged structures.	Hidden hazards beneath rubble, booby traps, unstable UXO, safe detour routes.
Agricultural & Rural Contamination	Farmers, herders, rural labourers	Prevent ploughing, grazing, or foraging in unfamiliar or marked fields.	Clues of contamination (dead animals, discarded packaging, craters), staying on proven paths.
Scrap Metal & High-Risk Livelihoods	Men, adolescent boys, livelihood-driven collectors	Emphasise financial cost vs. lethal risk; discourage gathering, smelting, or selling unknown metallic items.	Recognising fuses and casing shapes; highlighting that no amount of

Video Theme	Primary Target Audience	Core Behavioural Objective	Key Content Elements
			scrap value is worth a life.
Child Safety via Caregivers	Parents, caregivers, and older siblings	Encourage adults to proactively discuss EO risks with younger children who cannot be reached directly via social media.	Direct call to action (CTA) for caregivers to talk to their children; emphasising "Don't touch, tell an adult immediately" and establishing safe play zones.
Reporting & Community Protection	General civilian population across WoS	Increase willingness and capacity to mark hazards safely from a distance and notify local focal points/authorities.	Safe interim marking using local materials; emergency numbers / reporting procedures.

Example Presenter-Led videos from MAG Gaza:

<https://drive.google.com/drive/folders/1RUncp7rSJxtQiKLCyPOUnK8AA5sWbjl>

5. Technical and Ethical Guidelines

The production must adhere strictly to the following parameters:

- **IMAS 12.10 Compliance:** Messages must promote only verified safe behaviours: *Stop, Do Not Touch, Retrace Steps, Report*. Under no circumstances should videos show individuals safely defusing, moving, or handling explosive items.
- **Do No Harm and Conflict Sensitivity:** Imagery, wardrobe, backgrounds, and linguistic nuances must be neutral, devoid of political or military symbols, factions, flags, or divisive local connotations.

- **Depiction of Explosive Ordnance:** Realistic photographic or graphic representations of EO must be verified by MAG's technical specialists prior to final rendering to ensure technical accuracy without serving as a "how-to" guide for illicit salvage.
- **Age, Gender, and Diversity (AGD) Mainstreaming:** Content must be accessible, non-discriminatory, and representative of the diverse demographics impacted across Syria.

6. Key Deliverables and Timeline

The project will run over a **6-week period** from contract execution:

- **Deliverable 1 (End of Week 1):** Final approved scripts (Syrian Arabic and English) and detailed production work plan.
- **Deliverable 2 (End of Week 2):** Storyboards and casting confirmation for the regional presenter.
- **Deliverable 3 (End of Week 4):** First cuts of all 8 video spots with draft motion graphics and audio mix for MAG technical review.
- **Deliverable 4 (End of Week 5):** Second cuts integrating MAG technical and linguistic feedback.
- **Deliverable 5 (End of Week 6):** Complete master asset package handed over via secure cloud transfer, including:
 - 8 Master videos in 9:16, 1:1, and 16:9 formats (MP4, H.264/H.265, uncompressed audio).
 - Burned-in Arabic subtitle versions and clean versions with separate .SRT files.
 - High-resolution thumbnail stills for Meta Ad testing.
 - All open project source files, graphic assets, and licensed background audio stems.

7. Budget and Payment Terms

The financial proposal must be quoted as a gross amount, inclusive of all operational costs, talent fees, visual assets, licensing, equipment, and applicable taxes.

Proposed Payment Schedule:

1. **50%** upon contract signature and approval of Deliverable 1 (Scripts and Work Plan).

2. **50%** upon final approval and sign-off of Deliverable 5 (Complete Final Master Asset Package).

Final delivery will include up to two revisions to the final materials to ensure they meet all requirements.

8. Qualifications and Requirements

Interested creative agencies, production houses, or media collectives must demonstrate:

- Documented track record in video production, motion graphics, and social media content creation, preferably within the Middle East / Levant region.
- Native Syrian Arabic linguistic capacity and cultural familiarity with the operational environment in Syria.
- Prior experience delivering public awareness, behaviour change (SBCC), or humanitarian information campaigns (experience in Mine Action, Protection, or Health sectors is highly desirable).
- Demonstrated capacity to produce digital-first content optimised for mobile consumption and social media algorithms.

9. Evaluation Criteria

Proposals will be evaluated on a **70% Technical / 30% Financial** weighting:

1. **Technical Expertise & Portfolio (40%):** Quality of previous production work, creative storytelling capacity, aesthetic standards of motion graphics, and mobile video optimisation.
2. **Methodology & Contextual Understanding (30%):** Demonstrated understanding of the Syrian context, proposed casting/presenter profile, cultural sensitivity, and approach to behaviour change communication.
3. **Financial Proposal (30%):** Value for money, cost breakdown realism, and completeness.

10. Submission Process

Interested candidates should submit the following documentation by **October 21st, 2026 by Midnight**

Technical Proposal: Brief methodology outlining production approach, proposed equipment, team composition, and mitigation of regional operational risks.

1. **Creative Portfolio / Showreel:** Links to at least 3 relevant video projects, particularly short-form digital content, presenter-led videos, or humanitarian SBCC campaigns.
2. **Proposed Presenter Profile:** Brief details or sample tape/clips of the proposed Syrian presenter (or casting strategy).
3. **Itemised Financial Proposal:** Detailed cost breakdown.

Submissions should be addressed to: tenders.syria@maginternational.org with the subject line: *"Tender: Spanish MoFA Funded Digital EORE Video Production – Whole of Syria"*.