



NORTHERN  
IRELAND  
HUMAN  
RIGHTS  
COMMISSION

**Call for Expressions of Interest  
on Human Rights Animation Tender**

**July 2018**

**The deadline for submitting a quotation is  
1.00 pm on Wednesday 15 August 2018.**

## Background

The NIHRC was created by section 68 of the Northern Ireland Act 1998, in compliance with a commitment made by the UK Government in the Belfast (Good Friday) Agreement 1998. Its role is to promote awareness of the importance of human rights in Northern Ireland, to review existing law and practice, and to advise government on what steps need to be taken to fully protect human rights in Northern Ireland.

The Commission is mandated under S 69 (6) of the Northern Ireland Act to:

promote understanding and awareness of the importance of human rights in Northern Ireland; and for this purpose it may undertake, commission or provide financial or other assistance for –

- (a) Research; and
- (b) Educational activities

## Project Brief

The aim of the project is to develop a series of animations to promote human rights. The Commission will work with its identified partner organisation(s) to develop the content of each animation. It will rely on the successful contractor to provide the creative direction for each animation. The overall aim for the project is to raise awareness of human rights and to promote each animation as widely as possible through social networks, training and events.

Produce three high quality, short **animations** (each lasting approximately 3/4 minutes on the following themes:

1. Children's Rights:  
Target audience: Post primary schools. 11-18 years old.  
Key issue: To raise awareness of human rights issues affecting children in Northern Ireland.
2. Procurement and Human Rights:  
Target audience: NIHRC Business and Human Rights Forum, Public Authorities, local businesses.  
Key issue: To set out what the human rights standards are in procurement.

### 3. Sport and Human Rights:

Target audience: NI sport governing bodies

Key issue: To explain the links between and the importance of sport and human rights.

## Specification

The successful contractor will be required:

- to engage with the Commission to clarify the parameters of the project;
- to engage with the Commission to agree the tone and content for scripts. The Commission will supply any technical information regarding the subject matter, human rights law, policy and practice;
- the Commission will work with their identified partner organisations on the content of each animation and will work directly with their agreed organisation(s) to sign off during the production process;
- the NI Human Rights Commission retains all rights to the intellectual property. Any launch or release of the animations will be set by the Commission;
- a project plan should be submitted by **10 September 2018**. All three animations will be developed by **7 January 2019**;
- all animation work should comply with the Commission's brand guidance.

Claire Martin will be available to liaise with the successful contractor for the duration of the project, and to resolve any queries.

## Application

Interested contractors are invited to:

1. Write a brief motivation proposal (no than four pages in total), demonstrating:
  - Planned approach and method to complete this project;
  - Creative direction and ability;
  - Experience of undertaking projects related to the work under this tender;
  - Experience of raising public awareness through animation;
  - Three examples of past work for the panel to view via online links;
  - How they will ensure value for money; and
  - How quality assurance will be guaranteed.
2. Quote a fixed price of no more than £10,000/€11,200 (inclusive of VAT). The proposals will be assessed for value for money.
3. Provide details of two referees who can comment on their ability to deliver the type of project described in the above specification.

The award of the contract will be based on the applicant's competence to undertake the work, judged from the content of the project proposal and previous experience; demonstrated creative ability; and value for money. The Commission reserves the right not to accept the lowest quotation.

## Conflicts of Interest

Contractors wishing to quote for work must ensure and provide assurance that there are no real, or perceived, conflicts of interest, which would prevent them from undertaking the development of animations for the Commission.

**Any questions about the project should be emailed to [Lorraine.Hamill@nihrc.org](mailto:Lorraine.Hamill@nihrc.org) who will arrange for a prompt response.**

**Please email your application to [Lorraine.Hamill@nihrc.org](mailto:Lorraine.Hamill@nihrc.org) by 1.00 pm on Wednesday 15 August 2018.**

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