Project Title: Production of CCRIF Information Video

Background

The Caribbean Catastrophe Risk Insurance Facility (CCRIF), owned, operated and registered in the Caribbean for Caribbean governments, is a risk pooling facility, that is responding to the challenges and consequences of natural hazards, catastrophe risk, and the potential impacts of climate change that the Caribbean faces on an ongoing basis. These are challenges seriously compounded by the “short-term cash flow problems that small island developing economies suffer after natural disasters”. Developed in 2007 under the technical leadership of the World Bank and with a grant from the government of Japan, CCRIF is the world’s first and, to date, only regional fund utilizing insurance that does not underwrite the pure loss, but agrees before the event to make a payment upon the occurrence of a triggering event. This provides Caribbean governments with the unique opportunity to purchase earthquake, hurricane and excess rainfall catastrophe coverage at the lowest-possible cost.

Headquartered in the Cayman Islands, CCRIF also provides Technical Assistance through: a Scholarship/Professional Development Programme; Regional Knowledge Building; and Disaster Risk Reduction (DRR) initiatives. This is designed to provide an ongoing mechanism for grant support within the Caribbean region for capacity building initiatives and the development and implementation of projects which have a strong potential for improving the effectiveness of risk management.

Sixteen governments are currently members of CCRIF: Anguilla, Antigua & Barbuda, Bahamas, Barbados, Belize, Bermuda, Cayman Islands, Dominica, Grenada, Haiti, Jamaica, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Trinidad & Tobago and the Turks & Caicos Islands.
Strategic Objectives of CCRIF

Overall Project Objective, Purpose and Expected Results

Overall Objective
The overall objective of the project is to assist in attaining sustainable long-term development for the Caribbean region through the Communication of information that facilitates practices that optimize disaster risk management and climate change adaptation practices in keeping with the CCRIF Vision.

Purpose of Video Production Project
The purpose of the project is to produce a high definition information video package that complements CCRIF’s overall CCRIF Communication/Public Relations Programme, which is based on CCRIF’s Strategic Objective 4:

“To deepen understanding and knowledge of catastrophe risk and the solutions CCRIF provides”, [focusing] on facilitating and promoting informed decision making through
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communications and capacity development programmes and activities directed to its members, key stakeholders, policy makers and the general public.

Expected Overall Results
The expected overall results are increased understanding, membership and use of CCRIF products and services.

Expected Output
A user-friendly, video aimed at motivating and galvanizing the target groups to make proactive, informed decisions relating to catastrophe risk management, and ultimately to utilize the unique products and services of CCRIF to mitigate the consequences of natural disasters in the Caribbean.

The package will provide concise, pertinent information in user-friendly: clear, understandable, interesting, interactive format, to a diverse audience (see audience list below).

Specifically, the video package seeks to:
1. Increase awareness and understanding of CCRIF across stakeholder groups.
2. Facilitate the promotion of CCRIF’s products and services.
3. Enlist buy-in to, and increase membership of CCRIF.
4. Provide clear, concise, relevant and compelling messages through a format that galvanizes target groups to desired action.

Target Audience
Existing and potential customers:
- Key stakeholders: ministries of finance, met offices, disaster management offices, environmental offices etc. in CCRIF member and non-member countries
- Policy makers
- Regional organizations: e.g. CDEMA, CARICOM
- Donor agencies: e.g. World Bank, IDB, Dept. of Foreign Affairs Trade & Development (formerly CIDA)
- Financial sector: banks, credit unions etc.
- The general public: Caribbean population
Key Messages
General and audience-specific messages crafted— in keeping with CCRIF’s Vision, Mission and Value Proposition statements, as per below— should facilitate positive, clear understanding of CCRIF which is reflected in widespread use of its products and services.

General Messages

Suggested General Messages
- Providing immediate liquidity through a range of affordable insurance products
- Operating in a way that is financially sustainable and responsive to the needs of the region
- Supporting long-term sustainable development through:
  - Affordable risk insurance
  - Scholarships and professional development in disaster management ...
- Towards a Caribbean region with optimized disaster risk management and climate change adaptation strategies and practices
- Providing real-time forecasting to mitigate the impact of natural catastrophes
- Building regional climate change resilience
- CCRIF is one component of a country’s overarching disaster risk management (DRM) strategy

Our Primary Messages

Suggested (Create target specific messages from these):
- A Caribbean product, by Caribbean experts, for the Caribbean
- Available, affordable risk insurance for all
- Peace of mind and confidence through CCRIF’s financial support
- Professional technical assistance to enhance your disaster risk assessment
- Better understanding of the link between risk financing and disaster risk management
- Lowest possible premiums necessary for long-term sustainability
- Speedy payout following damages from hurricanes, earthquakes, excess rainfall
- Partner with CCRIF today and reduce the socio-economic and environmental impacts of natural catastrophes

N.B. Scripts to be formulated to reflect elements as specified for each component; storyboard built around script
Scope of Services Required
- On location shooting (island-specific) — landscape; physical structures (internal, external) related to subject
- Interviews with CCRIF executives; selected representatives across target groups
- Script writing and editing
- Professional voice-over
- Motion graphics and 3D animation

Specific Requirements/Deliverables
- Strategic advice
- **One, 10-15 min. feature** on all aspects of CCRIF – 1 DV Cam master; 4 DVD copies (Summary of four segments described below)
- **Four, 3-5min Segments/Fact Files – 1 DV Cam master; 4 DVD copies**
  1. **CCRIF Profile** – who, what, when, where, why, how (Executives: board of directors, managers etc.; when was facility formed, location, why was facility formed, how it operates etc.)
  2. **Policy Triggers** (How policies are triggered, with examples of countries which received payouts – including testimony from countries and what they used the funds for – Haiti; Barbados etc.)
  3. **Technical Assistance (TA) Programmes**
     - Partnerships with regional organizations (MOUs)
     - Scholarships – Extra-regional and UWI scholarships
     - Economics of Climate Adaptation Study
     - Caribbean Risk Adaptation and Insurance in the Caribbean Project
     - Support for Local DRR Initiatives – post-Sandy recovery initiatives
     - Including testimony from beneficiaries
  4. **Modelling and Risk Profiling**
     - How the CCRIF model works
     - Country risk profiles
     - How policies are tailored to countries

Video requirements
The feature(s) should:
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- Communicate the information (although of a technical nature) in an entertaining, light-hearted and visually appealing (memorable, interesting, exciting) manner so as to engage the broadest range of viewers.
- Include images that reflect/represent the diversity of the Caribbean people, in keeping with CCRIF’s Vision and Mission.
- Be of the highest television broadcast-quality.
- Be compressible and reproducible (copy, replicate) without sacrificing quality.
- Possess multiple platform capability: YouTube, webpage, broadcast (television & cable).

Contractor requirements
The Contractor should:
- Be in constant contact with designated persons from the CCRIF Corporate Communications Manager through all phases of the project execution, meeting as needed in person, by phone, email or skype and providing weekly updates.
- Produce all elements of the video, which may include, but are not limited to, scripting, voicing, shooting, lighting, graphics, editing, coding, and music.
- Obtain production facilities and equipment.
- Obtain the express written consent/permission of the CCRIF Corporate Communications Manager for any assignment or subcontracting by the selected Video Producer for the work to be performed, or goods and/or services to be provided, in whole or in part, and any other interest in conjunction with this request for expressions of interest.

Primary Contact
The Consulting Agency will report to the CCRIF Communications Manager throughout the duration of the consultancy.

Payment Schedule
Payment is contingent on the acceptance and approval in accordance with stated deliverables.

Timeframe
This project is expected to be completed by November 30, 2014.
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**Requirements for Expression of Interest and How to Submit**

Expressions of interest must include:

1. Introduction summarizing your company’s background, resources, and relevant experience (1 page max)
2. Examples of past projects, preferably of a similar size and scope (description of projects 3 pages max and at least three examples of videos in DVD format or online link)
3. Proposed budget, including fees for professional services and expenses, including costs for video production and travel
4.Broad concepts on what the videos might look like
5. A list of personnel on the project team, their bios, and roles during pre- or post-production
6. A single point of contact – include name, title, phone number, and e-mail address

Submissions should be sent by email by July 28, 2014 5:00 pm Cayman time to pr@ccrif.org with the subject line: EOI for CCRIF Video Production.

**Selection Criteria**

- Understanding of the CCRIF mission, the scope of this video project, and its importance to disaster mitigation and sustainable development for the Caribbean.
- Demonstrated experience in video development, production and post-production, while meeting budget and timeline deadlines.
- Demonstrated ability to coordinate resources, equipment and required staffing for video production and post-production.
- Demonstrated creativity and concept development of videos with an external organization.
- Demonstrated experience in producing videos for a wide cross-section of audiences.
- Proposed price.