

CHANGE CONTROL SCHEDULE

CHANGE CONTROL NOTE

CCN number: 02

Contract title and reference: CEFAS22-55 OCPP Educational Climate Change Videos - Sri Lanka

Variation title: Variation to provide series of educational videos for use in secondary schools

Number of pages attached: 10

WHEREAS the Contractor and the Authority entered into a Contract for the supply of OCPP Educational Climate Change Videos dated 7th July 2022 (the "Original Contract") and subsequently signed CCN01 and now wish to amend the Original Contract

IT IS AGREED as follows

1. With effect from 26 January 2023 the Original Contract shall be amended as set out in this Change Control Note:

Change requestor/originator:	
Summary and reason for change:	Variation to incorporate provision of educational videos for use in secondary schools
Original Contract Price:	£18,000
CCN02 Price:	£54,000
Total Revised Contract Price:	£72,000
Revised payment schedule:	N/A
Revised Specification:	See Annex 2 and Annex 3
Revised Contract Period:	Extension to 30 th September 2023
Revised programme of work:	N/A
Change in Contract Manager(s):	N/A
Other change:	N/A

2. Save as herein amended all other terms and Conditions of the Original Contract shall remain in full force and effect.

Signed for and on behalf of the Contractor:

By:

Name:

Title:

Date:

31/01/2023

Signed for and on behalf of the Authority:

By:

Name:

Title:

Date:

31 January 2023

ANNEX 1**Cost Table**

Services required	Qty	Cost (excl. VAT)	VAT (if applicable)
Educational videos as outlined in the Specification in Annex 2	4		NA
Teacher packs as outlined in the specification in Annex 2	4		NA
	TOTAL COST:	£54,000	NA

Specification for additional provision of educational videos for secondary schools

Cefas is delivering part of the UK government's Ocean Country Partnership Programme (OCP). Under the OCP, the UK is partnering with countries to exchange UK science, research, technical and development expertise to address marine environmental challenges across three key themes: marine pollution, marine biodiversity, and sustainable seafood. One element of the OCP is to support partner countries to influence and educate audiences on ocean science, including within the education sector.

The aim of this contract is to produce a series of educational videos appropriate for use in secondary or high schools in Sri Lanka (ages 11–16 years) to support learning on climate change in general, with special focus on the impact that climate change can have on the marine environment, particularly on important habitats such as coral reefs, coastal mangrove forests and seagrass meadows. The video lessons also explain about climate adaptation options, at a level suitable for young people to understand and get involved.

The series is structured as four (4) separate video clips, and each clip is a lesson built around a theme title and a set of keywords, as follows:

- Lesson 1: what is climate change? [keywords: CLIMATE CHANGE, GLOBAL WARMING, SEA LEVEL RISE, OCEAN ACIDIFICATION]
- Lesson 2: climate change and humans [keywords: FOSSIL FUELS, GREENHOUSE GASES, CARBON DIOXIDE]
- Lesson 3: climate change and the marine environment [keywords: CORAL REEFS, MANGROVES, SEAGRASS, CORAL BLEACHING, COASTAL EROSION]
- Lesson 4: what can we do to limit the effects of climate change? [keywords: RENEWABLE ENERGY, SUSTAINABILITY, CLIMATE RESILIENCE, CLIMATE ADAPTATION]

A script has been pre-drafted by Cefas (see separate attachment) which provides a guidance for the voiceover narration for each lesson, timed so that each video clip runs for approximately 5 mins. Cefas expect that the narration draft text may need to be slightly adapted to suit age and culture requirements. We also expect that the videos will be produced using creative, attractive, age-appropriate animations, and we are happy to consider new ideas.

We require the narration to be produced by Sri Lankan voiceover actors, with suitable sound effects and or music added to the soundtrack to enrich the videos and help bring the story to life. The videos must feature the option to turn subtitles on/off, for full accessibility, and should consider colour blindness needs. The video format must be suitable for using on websites and media platforms such as YouTube.

In addition to the videos, downloadable/printable booklets are also required to be used as a supplementary teacher pack and or printed and used as activity sheets for the students.

It is important that all the content, including text, narration and illustrations of human characters, is an inclusive reflection of the cultural diversity of Sri Lanka with balanced representation of age, gender and people with disabilities. All outputs (videos and printable booklets) must be produced in English, Tamil and Sinhala language versions.

Cefas will provide brand guidelines to fit within the OCP Programme and according to the project funding requirements, including correct logos and colour branding.

All deliverables are required to be completed and signed off by Cefas by 30 June 2023.

Tender submission

WORK PLAN

Target audience:

Secondary or high school children (11 – 16 years old)

Deliverables:

- 12x animated videos (four videos in three languages)
- 12x teacher packs (four teacher packs in three languages)

These are downloadable/printable versions of the animation videos. Teacher packs will be designed as comic books containing activities and puzzles either embedded into the story or as separate attachments. We will also be creating answer sheets for teachers.

Est. project duration:

6 – 8 months

Included services:

- Proofreading
- Translating
- Voiceovers
- Animations
- Subtitles
- Document layout & design

Est. video duration:

Lesson 1 and 2: 5-6 minutes

Lesson 3 and 4: 10-12 minutes

Drawing type:

Custom

Animation type:

2D/3D

Animation style:

https://www.youtube.com/watch?v=uD9p_dvkOE8

Software used:

- Toon Boom Animate
- Blender
- Stop Motion Studio
- Animate CC
- Sketchbook

Workflow:

1. Creating the timeline
2. Proofreading the English scripts
3. Getting the scripts translated in Sinhala and Tamil
4. Proofreading the Sinhala and Tamil scripts
5. Sending the scripts to Cefas for review
6. Recording voiceovers in all 3 languages
7. Sending the voiceovers to Cefas for review
8. Handing the scripts and voiceovers to the design team

9. Creating the storyboards
10. Sending the storyboards to Cefas for review
11. Designing multiple visual style options
12. Asking Cefas to choose the visual style they prefer
13. Designing full-colour illustrations from the chosen visual style
14. Animating the illustrations
15. Adding sound effects and background music
16. Sending the animation videos to Cefas for review (one by one)
17. Exporting videos in the required formats (YouTube, Facebook etc.)
18. Designing the teacher packs
19. Sending the teacher packs to Cefas for review (one by one)
20. Uploading all deliverables and source files to Google Drive
21. Sharing the Google Drive access link with Cefas

Assumptions being made:

Cefas will give prompt approvals and feedback at each stage of the design and production process. Ideally within 24 hours.

Prerequisites:

English scripts (already given) Example

videos (already given)

OCCP brand guidelines (already given)

REFERENCES

Animation videos we've done for children during the past two years.

1. Climate change awareness material for primary school children in Sri Lanka (Cefas project)

Videos: https://drive.google.com/drive/folders/16_2oAQBeAmY8E8JfnXEw6HaJ8qhFQf0w?usp=share_link

Teacher packs: https://drive.google.com/drive/folders/1WgysEB16UdRSaG-ggxliiTLjSe-khA7s?usp=share_link

2. An awareness-building video about Covid-19. Produced for the Sri Lanka Ministry of Health.

<https://drive.google.com/file/d/1G4rr6NH6EDIRqL-Z5L60Li10UmhmS8G/view?usp=sharing>

3. An education video about the different states of water. Produced for DP Kids, an academy owned by Mr. Dhammika Perera, the richest person in Sri Lanka.

<https://www.youtube.com/watch?v=JsM1XlzdEN0>

4. A short film produced for the Ceylon Bakery Owners' Association as part of an attempt to raise children's involvement in cook-offs and cooking competitions.

<https://drive.google.com/file/d/1P05ke02VGd8oSHkKfLGsrWtQVEC4uL7L/view?usp=sharing>

Other animation videos we've done:

An awareness-building video about Ebola. Produced for the International Federation of Red Cross and Red Crescent Societies.

<https://drive.google.com/file/d/12ZwVWk8lOs2H334YosFKS301FTa746O7/view?usp=sharing>

PROJECT PLANNING AND IMPLEMENTATION

Work hours

09:30 AM – 05:30 PM Sri Lankan Time

Communication hours

09:30 AM – 09:30 PM Sri Lankan Time

Communication methods

Email

Instant messaging apps (WhatsApp, Signal etc.) Virtual meetings (Webex, Zoom etc.)

Response times

Email - Within 24 hours

Instant messaging apps - Within 3 hours

* We typically respond within an hour

Project team:

██████████ – Main POC Akmal Fahim

– Project manager

██████████ – Asst. project manager Bobby

██████ – Lead artist/illustrator ██████████ –

Lead animator ████████████████████

voiceover artist

██████████ – English/Sinhala voiceover artist

██████████ – Lead designer

Meeting participants

The following members will take part in meetings and ensure details are effectively communicated to the rest of the team.

1. ██████████ – Main POC
2. ██████████ – Project manager
3. ██████████ – Asst. project manager

Escalation/Approval process

██████████ a member of the proposed team, is also a director at Inbound Hype (Pvt) Ltd. This contributes to a smoother and faster escalation/approval process.

Quality assurance process

We have systems such as process checklists and project audits in place to ensure that the quality of the deliverables align with client requirements.

For more details, kindly refer to the attached quality policy statement.

Accountability

Inbound Hype is accountable for any mistake/delay/error made by our internal staff and will take prompt action to rectify it.

Reporting process

We will give weekly/bi-weekly updates on progress made and make sure to get client feedback at every stage of the production process.

Delivery & Storage

All deliverables including scripts, voiceovers, animation videos and teacher packs will be neatly uploaded to a private Google Drive account with password protection enabled. Documents will

remain on our live servers for a period of 12 months and for up to 5 years in backup storage after contract completion.

Data protection

Below are a few strategies we follow to protect client data.

- Limit where we store client data - For each additional data storage site we use, we are exponentially increasing our overall exposure to data risks. So we only keep sensitive information in the cloud on one centralized service.
- Limit employees' access to client data – We limit the level of access each employee has to client data, passwords, etc. When an employee leaves, we make sure to change the passwords and their level of access across all platforms and services we use.
- Audit the team's security practices – We review our team's security practices quarterly to make sure everyone is aware of how to handle sensitive data appropriately. Simple security measures such as putting computers to sleep with a password when not in use, keeping locks on rooms with sensitive files, and keeping workspaces clean and tidy will minimize any opportunities to steal or misplace confidential documents.
- Enforce a mobile security policy – We ensure best practices for storing sensitive client information on mobile devices are being followed and a plan of action is in place for lost or stolen devices.

Inbound Hype is compliant with The Data Protection Act 2018 and is actively registered with the UK Information Commissioner's Office.

Strategies we use to effectively manage our project teams

- Ensuring balance within the team
- Ensuring visibility and transparency
- Ensuring effective communication within the team
- Fostering a culture of collaboration
- Valuing each suggestion and discussing progress with the team
- Establishing success metrics and rewarding excelling members
- Delegating tasks to groom future leaders
- Managing internal conflicts
- Using all available resources at our disposal to facilitate teamwork
- Taking part in regular team building activities and celebrations

Project management methodology

We chose the Waterfall method for this project due to the following reasons.

- The end goal of the project is clearly defined — and isn't going to change.
- The stakeholders know exactly what they want.
- Having strict deadlines or deliverables that we need to stay on top of.
- The need to extensively track, document and report on project outputs.
- The potential need to bring new people into the project midway through and get them up to speed quickly. (In case a member of the proposed team is unable to work)

In this method, tasks and phases are completed in a linear, sequential manner, and each stage of the project must be completed before the next begins. Progress flows in one direction, like a waterfall.