



Cherie Blair  
**FOUNDATION  
FOR WOMEN**



Terms of Reference  
**Short term voiceover  
consultancy for online training  
videos**

June 2020



When women entrepreneurs have the support and opportunities to thrive, the future is transformed. **Businesses flourish. Communities prosper. Attitudes shift. Economies grow.**

At the Cherie Blair Foundation for Women we help release the potential of women entrepreneurs, so they can redefine the future.

We deliver training, facilitate mentoring and share knowledge, inspired by the women involved in our work around the world – and by our partners, donors and collaborators. We open doors to finance, markets and networks and use technology to help women learn, and to start, sustain and grow their businesses. And we press for change to stop women being held back. With the Foundation's support, women gain the confidence to reclaim the rights and freedoms they are too often denied. As a result, businesses flourish. Communities prosper. Economies grow. Attitudes shift. And women move the world in a whole new direction.

For the last decade our Foundation has worked with nearly 150,000 women entrepreneurs in over 100 countries across Africa, Asia, Central and South America and the Middle East.

## 1. Background

The Cherie Blair Foundation for Women (the Foundation) provides support to women entrepreneurs globally, using a variety of bespoke programmes and services designed to boost women’s business skills and confidence, including:



**HerVenture** is a mobile learning app that provides essential business training and support, enabling women to access skills-building information ‘on the go’. **In 2019, 17,535 women entrepreneurs downloaded the app across Nigeria, Indonesia and Vietnam, increasing the number of women entrepreneurs who benefitted from the app to 18,890.** In 2020 the app will be launched in Kenya and the Foundation has plans to scale the app’s outreach in Nigeria, Indonesia and Vietnam. The app teaches business skills such as marketing, finance and operations in bite-sized chunks. Please see appendix 1 for the learning content of HerVenture.



**Road to Growth** is a training and development programme designed to build business skills and financial literacy through face to face and online learning tools. **With programmes implemented in Nigeria and Mexico, Road to Growth has supported around 1,980 women entrepreneurs to date, 980 of which graduated from our programme in 2019.**



**Mentoring Women in Business** matches women entrepreneurs in low-middle income countries with mentors around the world for one year, to achieve their business goals. **In 2019, we supported 1,000 women entrepreneur mentees through this programme, increasing our total global reach to 7,500 mentees and mentors in over 105 countries.**

In 2020, the Foundation will strengthen, scale and replicate our HerVenture and Road to Growth learning programmes in various countries: In Nigeria, Vietnam and Indonesia, we take a three-phased approach providing a full learning journey to over 25,000 women entrepreneurs leveraging our HV, R2G and Mentoring programmes. In Kenya, we are preparing to launch the HerVenture app with an ambition to deliver the full learning journey depending on funding availability.

## 2. Purpose and scope of the consultancy

The purpose of this consultancy is to support the Foundation in scaling and replicating our Road to Growth training curriculum into new countries – Vietnam and Indonesia. This will require providing a voice-over Vietnamese and Bahasa audio soundtrack for a suite of education videos. There are sixteen videos in the suite ranging in approximately 7 to 20 minutes.

Video	Length (minutes:seconds)
1	9:10
2	11:30
3	17:31
4	13:26
5	11:21
6	12:43
7	14:34
8	15:17

9	14:37
10	11:04
11	16:12
12	9:40
13	20:43
14	13:17
15	7:39
16	6:57

The English language versions of the videos may be found here:

<https://www.youtube.com/playlist?list=PLIWGVBCYPf8HS7clmMly-mKIYoiOxMoww>

Vietnamese and Bahasa translations of the script will be provided in Excel format. This will provide a timestamp for each segment of the audio. Please note, the Foundation is in the process of developing the script. The consultant will have access to this script once they have been selected.

The consultant will be required to work closely with the Foundation's Programme team and our local implementing partners who will monitor progress and assure quality of the voice-over recordings.

### 3. Deliverables

The Foundation will collaborate with the consultant to establish a clear scope of work and agree the deliverables. However, broadly the deliverables will be:

- An audio soundtrack for each of the translated videos
- Audio soundtrack must be synchronised with the video based on timestamps that will be provided
- Audio must be postprocessed and ready to be integrated directly into the video
- Audio to be provided in WAV and high-quality MP3 formats

The due dates for all deliverables will be finalised by the consultant with the Cherie Blair Foundation for Women prior to contracting.

Please note that all deliverables must be developed in the agreed local languages where we are implementing our projects.

### 4. Scoring criteria for consultant selection

Criterion	Details	Weight
<b>Experience of translating training courses for women's enterprise development</b>	A record of providing voice-over recordings for training courses dealing with women's enterprise development in Vietnamese or Indonesian.	30%

<b>Voice and recording quality</b>	The consultant must provide three samples of their voice-over and recording work in audio or video format.	30%
<b>Experience working with NGOs</b>	Experience working with NGOs, in particular, in Vietnam or Indonesia.	10%
<b>Proposed methodology</b>	<p>The consultant must display the ability to clearly explain how they would approach the voice-over and ensure it is suitable for use on the training videos and synchronises with the video correctly.</p> <p>The consultant must work in consultation with the Foundation and its local partners in countries where the Foundation works.</p> <p>The consultant must provide details of the microphone and equipment/software that will be used for creating, editing and postprocessing the recording.</p>	10%
<b>Financial proposal</b>	The consultant must provide their rate for translation.	10%
<b>Availability</b>	The consultant must provide their availability for the project based on the timeframe and their availability to provide support after the project has completed.	10%

## 5. Timeframe

The consultancy is expected to commence in July 2020 and run until July 2020.

The Foundation is expected to be able to provide the translated script between June and July.

After the voice-over recordings have been provided, integrated into the system and reviewed, the consultancy may be expected to provide support for changes. This will address any quality issues following review and also deal with feedback from our partner network.

Beyond this project, the consultancy may be required to make other changes to the voice-over recordings when the programme is changed or extended.

## 6. Payment terms

The payment terms will be finalised with the consultant prior to contracting. Please note that the Cherie Blair Foundation for Women does not make advance payments.

The consultant is expected to provide her/his own office space and working equipment. In addition, the consultant is expected to cover the cost of insurance, equipment, communication and any expenses associated with the consultancy within the available budget.

## **7. Instructions for submission**

All submissions must be sent to [recruitment@cherieblairfoundation.org](mailto:recruitment@cherieblairfoundation.org) by **17:00 BST on Monday, 22<sup>nd</sup> June**. Please use 'Voiceover Consultant' as the subject title of your email application.

Prospective consultants are expected to submit technical and financial proposals in English including the following:

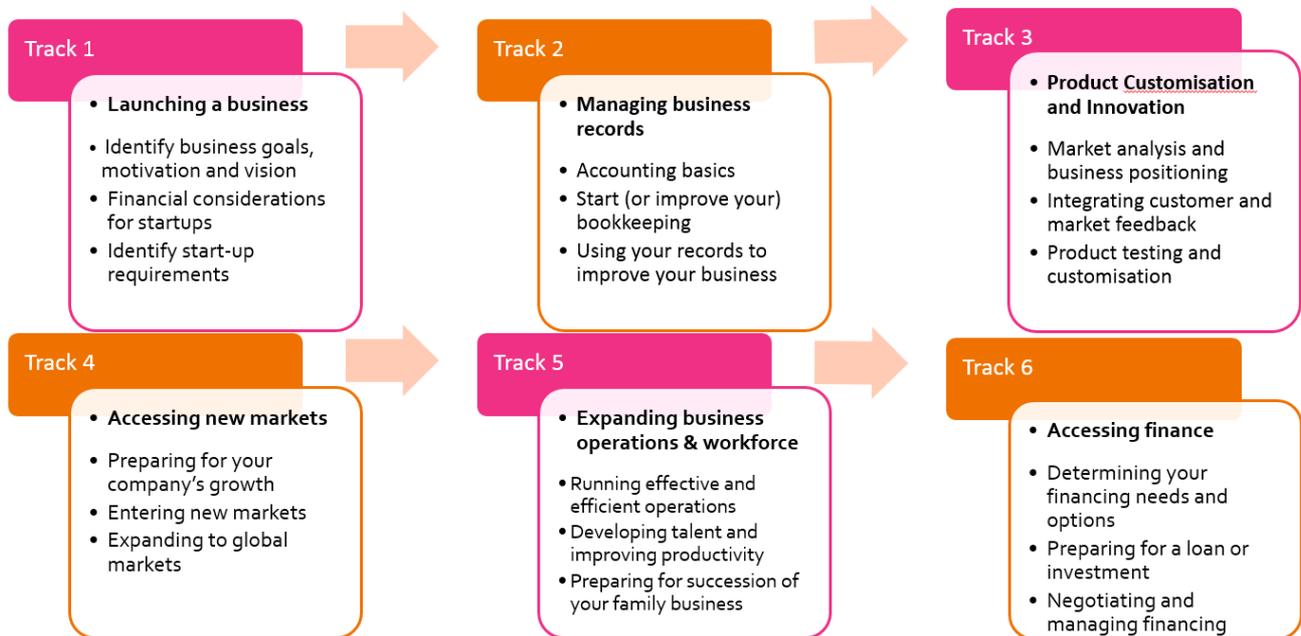
- Profile of consultant/firm, clear demonstration of previous experience in translating training curricula
- Understanding of the Terms of Reference
- Approach and methodology
- Proposed rate in GBP and inclusive of VAT

Appendices to the proposal must include:

- CVs of the voiceover team
- Three sample audio or videos demonstrating similar work for educational material
- Three references from similar projects undertaken by the consultant, including e-mail contacts and phone numbers.

Questions and clarifications regarding the Terms of Reference should be sent to: [recruitment@cherieblairfoundation.org](mailto:recruitment@cherieblairfoundation.org).

## Appendix 1: HerVenture learning content



## Appendix 2: Road to Growth blended learning curriculum

