Development of ACAPS Audio Reports

ACAPS-NPM audio reports

Cox’s Bazar – Rohingya Refugee Crisis

ACAPS PURPOSE
We equip crisis responders to better address the world’s disasters. ACAPS supports the humanitarian community’s work on severity and trends by diving into the current situation of more than 100 key crises around the globe, while helping actors anticipate and respond to emerging crises. ACAPS provides high quality, independent and multi-sectoral analysis. This enables crisis responders to better understand and consequently to better address the needs of the affected population, as well as strengthening the assessment ecosystem.

ACAPS has been supporting the response in Cox’s Bazar since November 2017 by using available secondary data to provide information products of a multi-sector nature that analyze needs of the refugees and host community. This work is strengthened by having a small team on the ground attending meetings and liaising with a broad range of stakeholders which enables informal knowledge gathering and ground trothing of the analysis.

BACKGROUND
Since 2017 a range of humanitarian actors in Cox’s Bazar have conducted a large volume of assessments and analysis to inform their programming decisions, increase coordination, and influence decision makers. There have been more than 200 reports published over the past two years which means that 7.5 products on average have been published per month since August 2017 with an average length of 23 pages per report.

This abundance of written reports makes it difficult for actors to digest the information they receive and take on board the depth of the information and recommendations included. In the past few months, with the humanitarian community preparing to respond to a COVID-19 outbreak in Cox’s Bazar, an overwhelming amount of essential information is shared and made available on different platforms daily.

ACAPS would like to explore the use of audio reports to combine the need to inform the response with quality analysis with the humanitarian community’s capacity to absorb it.

WHY AUDIO CONTENT
• Innovative way to present information
  Combining digital and paper reports with audio contents will provide a fresh perspective and innovative way to make information more easily available for humanitarian responders to enable a better-informed response.
• Efficient and convenient method of communication for responders with limited time
  Many responders do not have time to read large reports, especially those that are travelling and working in the camps and are not in front of a computer on a daily basis. The material, once downloaded, could be listened to on any smartphone, allowing people to utilize time on the road.
• Accessibility and inclusiveness
  The use of an innovative way to present analysis findings, in addition or as opposed to large written reports, is predicted to increase the accessibility and uptake of the information. Audio being available in Bangla would also increase the audience size in Cox’s Bazar, particularly among national NGOs, and inform the response more widely. This would make our analysis more inclusive and accessible.
SCOPE OF THE CONSULTANCY
To support this work, the consultant will develop an approach for ACAPS to be able to create audio content. This is a new approach for ACAPS, so the work has been broken down into a number of related pieces of work, to ensure that ACAPS recruits individuals or companies with the right skills for each step and can learn as we go.

In the first step, the consultant will support the ACAPS/NPM Analysis hub to assess whether producing regular audio content to accompany all forthcoming reports is feasible and provide recommendations on ways forward. It is estimated that this will be 10 days of work.

The expected second step will be piloting the recommendations to adapt two-three ACAPS products into audio. A procurement process for the production of the audio will be contained in a follow-up ToR, which will be based on the recommendations. ACAPS is particularly interested to hear from individuals or companies who could potentially also respond to the follow-up work.

OBJECTIVE
ACAPS can communicate analysis to a time-poor audience to reach a larger group, including those who will access local language products.

ACTIVITIES
- Explore platforms and tools which could be used to host a regular audio format report
- Explore how to adapt ACAPS reports to suit new format, length, frequency etc
- Provide recommendations on voicing, recording and editing of the audio reports
- Coordinate with the ACAPS communication team to publicly disseminate the audio reports
- Support the ACAPS-NPM Analysis Hub in considering ways forward to make audio reports a regular product
- Support ACAPS more broadly in assessing the feasibility to expand the initiative to other analysis hubs.

DELIVERABLES
- Produce a short guidance note for NPM/ACAPS analysts on how to adapt the thematic analysis reports for audio development
- Produce a short document outlining recommendations on regular audio content production in the future.
- A short internal presentation of audio content production and the process that was conducted for ACAPS-NPM Analysis Hub in Cox’s Bazar to other ACAPS analysis hubs.

EXPERIENCE
- A minimum of 5 years’ experience in media production and communications.
- Demonstrable involvement in audio content and podcast production.
- Knowledge and understanding of the humanitarian sector is desirable.

WORKING ARRANGEMENTS
The consultant(s) will report to the ACAPS Analysis Hub Team Leader in Cox’s Bazar. The consultant will be home based. Working arrangements can be negotiated at the time of selection.

DURATION
The project should be completed by 7th August 2020.

BUDGET AND PAYMENT
The selected consultant will be paid in one instalment upon delivery of the final report.

SUBMISSION
Interested persons are asked to submit at jobs@acaps.org, no later than 23 June 2020 midnight, CET:
- Short proposal (technical and financial)
- CVs of lead consultant
- Examples of previous work