

OFFICE OF THE PRIME MINISTER

REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTANT TO DESIGN AND SUPERVISE 2018 ANIMATION STUDIO APPRENTICESHIP PROGRAMME (ASAP)

**COUNTRY : JAMAICA**

**PROJECT : YOUTH EMPLOYMENT IN THE DIGITAL AND ANIMATION INDUSTRIES**

**IBRD LOAN NO. :8405**

**COMPONENT : SKILLS AND CAPACITY TO ENHANCE EMPLOYABILITY AND ENTREPRENUERSHIP**

**BID NO. :JM-OPM-75256-CS-INDV**

**SELECTION METHOD :INDIVIDUAL CONSULTANT SELECTION**

The Government of Jamaica has received financing from the World Bank toward the cost of the Youth Employment in the Digital and Animation Industries Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include assisting the YEDAI Project, in the development and implementation of an **Animation Studio Apprenticeship Programme (ASAP)** to facilitate the transition of students from training to work/production environments. The activity proposed will take place in select animation studios, where students will refine their skills in a “real animation production” environment.

**Interested Consultants should provide Curriculum Vitae with detailed information demonstrating that they have the required qualifications and relevant experience to perform the Services**. **The shortlisting criteria are**:

1. Minimum of a Certificate or Diploma in Animation or related field from an accredited/recognized institution; and
2. At least five (5) years professional experience working at the supervisory level within an established animation production studio.

Only persons shortlisted will be contacted. Shortlisted candidates may be required to participate in an interview.

The attention of interested Consultants is drawn to Section III paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IFP Borrowers” July 2016, setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultants Selection Method set out in the Procurement Regulations. Further information can be obtained at the address below during office hours Mondays to Thursday, 09:00 hours to 17:00 hours and on Fridays, 09:00 hours to 16:00 hours.

Office of the Prime Minister

Youth Employment in the Digital and Animation Industries Project

Attn: Procurement Specialist

47b South Camp Road

Kingston 4

Jamaica

Tel: 876-930-7620

E-mail: [ibrdyedaip@opm.gov.jm](mailto:ibrdyedaip@opm.gov.jm)

Expressions of Interest, including Curriculum Vitae, must be delivered in a written form to email address [ibrdyedaip@opm.gov.jm](mailto:ibrdyedaip@opm.gov.jm) by **October 26, 2018.** The subject line should read: **JM-OPM-75256-CS-INDV -**  **CONSULTANT TO DESGN AND SUPERVISE 2018 ANIMATION STUDIO APPRENTICESHIP PROGRAMME (ASAP)**. The detailed Terms of Reference for the Consultancy Service is available below.

|  |
| --- |
| **TERMS OF REFERENCE**  **Jamaica Youth Employment in Digital and Animation Industries (YEDAI) Project**  **Title:** Programme Designer and Supervisor (Animation Studio Apprenticeship Programme)  **Implementing Agency**: Office of The Prime Minister (OPM)  **Appointment Type:** Short Term Consultant (Individual)  **Loan Number** IBRD Loan Number 8405-JM  **Location:** Jamaica  **Duration:** 70 non-consecutive working (business) days |

1. **BACKGROUND**

Jamaica is the largest English speaking country in the Caribbean with a population of approximately 2.7 million. Today, there are over 1.3 million young people between the ages of 14 and 24 in Jamaica, representing approximately 48% of the population. Of these, approximately 330,000 young people (25.4%) are unemployed[[1]](#footnote-1).

The development of the animation industry in Jamaica is at its early stages. Over the past four years, the Government of Jamaica in collaboration with the World Bank, the local animation studios, and local training institutions offering animation programmes, have made important strides in laying the foundation for the development of a successful local animation industry.

The KingstOOn Animation Festival show-cased (in animation competitions) the large pool of talented young people to international experts, and paved the way by providing us with extensive international exposure for new and existing studios and new contracts flowing into Jamaica.

New animation training programmes, at the tertiary level, have emerged, many of them geared towards producing graduates who will become creative and business leaders, venturing into production, direction, and becoming successful entrepreneurs.

As an important option for students who cannot enter institutions of higher learning, vocational training institutions provide an avenue for young people to develop new skills in the field of animation.

Recently, Animation and Game Design was introduced at the upper secondary level across the region, sparking the interest of Caribbean youth at the high school level.

Jamaica is particularly well poised to take advantage of the opportunities in the global animation industry since it is close to major markets, can operate in the same time-zone, has English as the working language, and possesses the cultural norms and tastes that are close to those of consumers in the large outsourcing markets of the western hemisphere. In addition, given the popularity of the Jamaican culture there is an increasing potential for the development of local content for both consumption and export.

Having assessed the potential for job creation in the Animation Sector, the **Youth Employment in the Digital and Animation Industries Project** (YEDAI Project) was developed, and a loan agreement was signed between the Government of Jamaica and the World Bank in the amount of US$20 million to, *inter alia*, support the growth of the animation industry in order to generate jobs, foreign exchange and stimulate economic growth in the country.

Despite the strides made, a number of challenges remain as work continues on the development of the industry and the potential generation of jobs. This consultancy seeks to address two specific but critical issues:

1) Studios continue to face significant difficulties in recruiting professional animators to respond to the growing demand for new and larger outsourcing contracts; and,

2) Students graduating from vocational and tertiary training continue to face significant difficulties in entering the job market due to the fact that practical/hands-on components of the training programmes do not sufficiently equipment them to move directly into production work. This is being addressed by on-going curriculum revision and training of trainers.

In addition to the initiatives mentioned above, another intervention is the establishment of a programme that will further facilitate the transition from school to the workforce for graduates from animation education programs.

1. **PROJECT OBJECTIVES**

The general objective of the YEDAI Project is to support youth employment in the digital and animation industries. Under Component 1 ‘**Skills and Capacity to Enhance Employability and Entrepreneurship’** the project seeks to build the capacity and skills of Jamaican youths to improve their employability in the growing animation industry and in the global online labour market, and provide critical skills to young tech entrepreneurs to bring ideas to market. There are two sub-components:

* + Sub-Component 1 - Strengthening Animation Training and
  + Sub-Component 2 - Enhancing the Animation Industry by collaborating with key stakeholders, in particular Jamaica Promotions Corporation (JAMPRO).

1. **CONSUTLANCY OBJECTIVES**

The specific objective of this consultancy is to assist the YEDAI Project, in the development and implementation of an **Animation Studio Apprenticeship Programme (ASAP)** to facilitate the transition of students from training to work/production environments. The activity proposed will take place in select animation studios, where students will refine their skills in a “real animation production” environment.

1. **CHARACTERISTICS OF THE CONSULTANCY**

The work will be carried out by an individual consultant with extensive knowledge and experience in the animation industry in a production environment. The consultant’s experience would range from supervising, directing and mentoring animators in a commercial production setting.

1. **REPORTING RELATIONSHIP**

The Consultant will report to the Project Manager of the YEDAI Project, in the Project Implementation Unit (PIU), Office Of The Prime Minister (OPM), while maintaining a functional relationship with the Animation Specialist.

1. **QUALIFICATIONS**

At minimum, the consultant will have:

* 1. **Education**

1. Diploma or Certificate in Animation or related field from an accredited/recognized institution;
2. A Certificate or Diploma in Teacher Training, or Curriculum Development would be an asset;

**6.2 Competencies and Professional Experience**

1. At least five (5) years professional experience working at the supervisory level within an established animation production studio;
2. Participated in at least four (4) globally distributed animated products at a supervisory level. These may include animated features, shorts, episodic content;
3. At least two (2) years of teaching and/or mentorship experience, working with 2D or 3D animation software.
4. Knowledge of and experience in the use of the related software to navigate and fulfill production pipelines for animated products (features, shorts, or episodic);
5. Quality of work (via an up-to-date demo reel) in animation production.
6. Sound knowledge of current international trends and best practices in the animation industry;
7. Excellent communication (written and verbal) in English and presentation skills.
8. **RESPONSIBILITIES AND TIMELINE**

The Consultant will perform the following duties over a period of nighty (70) non-consecutive working (business) days over a period of eight (8) months, detailed as follows:

* 1. **Twenty (20) consecutive working days (in country) executing the Design Phase**. In collaboration with key stakeholders (animation studios, training institutions, associations and government agencies) the Consultant will:

1. Develop a comprehensive curriculum in collaboration with HEART Trust/NTA for a six (6) month Apprenticeship Programme to fulfill the immediate and medium term demand for animators. Studio-based dynamics will be mimicked including productivity measures (number of frames per minute) as well as quality measures (colour, lighting, movement, lip-syncing etc.);
2. In collaboration with the PIU:
3. review and assess applications, including assessment of portfolios;
4. assist in the planning of and participate in an orientation session to kick-off the Apprenticeship programme.
   1. **Thirty (30) non-consecutive working days supervising the Apprenticeship Phase:**
5. Ongoing consultations with Key Stakeholders (trainers, apprentices, studios, training institutions, and the PIU) to monitor and assess progress and make adjustments to the programme as necessary.
6. In collaboration with trainers, supervise the development of a select number of local properties that will be completed by the apprentices.
7. In collaboration with the trainers, supervise the development of commercial service work undertaken by the studios that will be completed by the apprentices.
8. In collaboration with the HEART Trust/NTA, review assessments of projects completed by apprentices;
9. Ten (10) working days **on-site** supervision of the programme.
   1. **Twenty (20) working days (out of country) – wrap up phase as follows:**
10. Conduct a final assessment of the programme (in collaboration with Key Stakeholders), to identify successes, key challenges, lessons learnt and design appropriate mitigation measures.
11. Develop a comprehensive final report including, trainers’ and participants’ feedback, individual assessments and grades, projects, successes, key challenges, lessons learnt, and recommendations.
12. **DELIVERABLES**

A lump sum contract will be awarded to the selected candidate based on technical merit. Payments shall be made as established. Payments shall be made upon satisfactory acceptance of the following outputs:

* 1. A plan of action detailing activities and timelines for the assignment;
  2. Comprehensive Apprenticeship Programme curriculum;
  3. Submission and acceptance of an interim report on the completion of the three (3) months of the apprenticeship phase of the consultancy.
  4. Final Report, which will include assessment, assignments/projects and grades of individual apprentices.

1. **COORDINATION**

The Project Manager (Youth Employment in the Digital and Animation Industries Project -MSET) will coordinate the review and approval of all deliverables prepared and submitted by the Consultant. Reports will be circulated to key stakeholders (including certifying organization, training institutions, animation studios, industry associations and The World Bank).

***Evaluation Criteria***

|  |  |
| --- | --- |
| **Criteria** | **Score** |
| **Academic Qualification:**   |  | | --- | | * At least a Diploma or Certificate in Animation or related field from an accredited/recognized institution | | **8** |
| **Competencies and Professional Experience:**   * At least five (5) years professional experience working at the supervisory level within an established 2D and 3D animation production studio | **8** |
| * At least two (2) years’ experience teaching and/or mentoring experience, working with 2D and 3D animation software (e.g. Autodesk Maya, Toon Boom Harmony and Adobe Flash) | **8** |
| * Participated in at least four (4) globally distributed animated products at a supervisory level. These may include 2D and 3D animated features, shorts, episodic content | **5** |
| * Knowledge of and experience in the use of the related software to navigate and fulfill production pipelines for animated products. These may include features, shorts, episodic content | **4** |
| * Quality of work (via an up-to-date demo reel) in animation production. | **8** |
| * Sound knowledge of current international trends and best practices in the animating industry | **4** |
| * Excellent communication skills (verbal and written) in English and presentation skills | **5** |
| **GRAND TOTAL: 50 MARKS**  **(Minimum qualifying score: 37.5 Marks)** |  |

1. Labour Force Quarterly October 2017 – Statistical Institution of Jamaica [↑](#footnote-ref-1)