



TERMS OF REFERENCE (TOR)

Video Production Partner (Service Provider) for the Human Rights Commission (SUHAKAM) Malaysia

I. Production Information	
Production Output	Three (3) engaging, accessible, and audience-friendly human rights awareness videos focusing on: a. Statelessness and documentation; b. Ending child marriage; c. Rights of persons with disabilities.
Location	Kota Kinabalu, Sabah
Duration of Project	Three months (November 2026 - January 2027)
II. Background Information and Objective	
The SUHAKAM Sabah Office continues to perform its functions under Section 4 of the Human Rights Commission of Malaysia Act 1999 [Act 597] to raise awareness and educate the public on human rights issues as part of its strategic intervention to promote human rights in Malaysia. This includes matters pertaining to statelessness and lack of documentation, child protection, and the rights of indigenous communities, which affect the ability of individuals and communities to access their basic rights in Sabah. At the same time, there is a need to strengthen attention and advocacy on the rights and protection of persons with disabilities. In performing its function, SUHAKAM Sabah Office intends to strengthen public awareness and understanding of the key human rights issues in Sabah by producing and disseminating short human rights awareness videos on statelessness and documentation, child marriage, and the rights of persons with disabilities. The objectives of this initiative are to; a. Increase public awareness and understanding of key human rights issues in Sabah, focusing on; i. Statelessness and documentation; ii. Child marriage; and iii. Rights of persons with disabilities b. Present human rights messages in a clear, relatable and visually engaging manner that is accessible to the general public; c. Increase public awareness of SUHAKAM's role and available channels for lodging complaints, reporting human rights concerns and seeking assistance; and	

d. Maximise public reach and engagement through appropriate creative approaches and dissemination platforms.
III. Scope of Work
The initiative will adopt a public awareness and communication approach, using short and accessible audio-visual materials to communicate key human rights messages to a broad audience. <u>Audio-Visual Material Development</u> The selected video maker/producer is expected to; - Provide creative input and advise on the most effective approach to raise awareness and foster a better understanding of human rights issues in Sabah, with the aim of maximising public reach and awareness. - Develop visual concepts and scripts for 3 videos in 3 languages (Malay, English and Dusun). - Coordinate animation video production, i.e develop storyboard, script writing, translation, editing, voice-over/audio-narration, subtitles, etc. - Produce and deliver final video files that are ready for dissemination in optimised standards, inclusive of – 3 videos with a duration of less than four (4) minutes each. - Close coordination with SUHAKAM Sabah Office on the development and production process of animation is required. SUHAKAM Sabah Office develops and validates the content and key human rights messages for the video (audio-visual) clips. - All tasks are to be completed by 29th January 2026. <u>Public Engagement and Awareness</u> - The video clips are to be disseminated through public spaces, including public transportation and other suitable platforms. The videos will be integrated into SUHAKAM's outreach programmes to maximise public reach, awareness and impact across Sabah. - The videos will also include information on SUHAKAM's complaint and reporting mechanisms, enabling members of the public to know where and how to raise human rights concerns or seek assistance.
IV. Deliverables And Technical Requirements
<u>Deliverables</u> The expected deliverables are 3 videos with a duration of less than 4 minutes each video, and in 3 languages (Malay, English and Dusun) - Statelessness and documentation; - Ending child marriage; and - Rights of persons with disabilities. <u>Technical Requirements for deliverables</u> - Final videos in 4K and HD resolutions, optimised for television and social media formats. - Additional copies of the final videos in 4K and HD resolution, excluding any titles or voice-overs for future language adaptations.

V. Application and Eligibility

To be eligible for consideration, interested applicants should submit the following documentation:

- a. Brief presentation of the team, with CVs and functional responsibilities of the key people to be engaged in the production, with estimated timeline for all phases in pre-production, production and post-production.
- b. Work samples demonstrating most relevant previous productions with brief description of experience on these projects.
- c. Technical information of the equipment intended for use, including light, sound, editing software, etc.
- d. Expected timeline and detailed break-down of all estimated costs for the animation videos production.
- e. Proposed creative direction for the animation videos are required.

Service provider requirements

- a. Experience with the design and production of video content in Malaysia and South East Asia.
- b. Experience with the design and production of video content related to human rights contents is a strong asset.

VI. Reservations, Confidentiality and Intellectual Property

SUHAKAM reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines. In the event of the service provider ending the contract prior to delivering all agreed-upon products, a portion of the payments shall be returned to SUHAKAM.

The service provider undertakes to maintain confidentiality on all information that is not in the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment.

All intellectual property and other proprietary rights including, but not limited to, copyrights and ownership of data and content resulting from the performance of the services shall be vested in SUHAKAM, including, without any limitation, the rights to use, reproduce, adapt, publish and distribute any item or part thereof.

The Vendor shall disclose any third-party copyrighted material used in the production and shall ensure that the necessary licences or permissions have been obtained. SUHAKAM shall have the right to reproduce, publish, disseminate, screen, adapt or otherwise use the final approved videos for non-commercial human rights awareness and institutional purposes, including through digital platforms, public transportation, public spaces, events and outreach programmes.