

Terms of Reference

Music production on Preventing Violent Extremism

1. Profile of CEJ

Centre for Equality and Justice (CEJ) is a women's organization that works with a focus on war-affected women's issues and has a strong action-oriented research and advocacy focus. CEJ's mission is the achievement of gender justice so that men and women live in a society that is free, just, and equal. Its objectives are the promotion of gender equality, advancing the rule of law, good governance and democratic principles, promoting women's advancement and economic empowerment, advocating for the commitment to international human rights standards, and fostering partnerships with grassroots level women's networks.

2. Project Description

CEJ has undertaken a new project titled 'Web Walkers': Preventing Violent Extremism (PVE) through Youth Online Engagement. Preventing violent extremism through promoting tolerance and respect for diversity is the key focus of this project. CEJ aims to engage with youth and create innovative platforms to disseminate information on Preventing Violent Extremism (PVE). Ethno-religious disputes among communities in Sri Lanka remain unsolved owing to factors such as development disparities, poor governance, unequal access and control over resources, violations of rights and bigotry of media spreading hatred, and distrust. The mob attacks against Muslims in Digana in March 2018, vandalizing of Buddha statues in Mawanella in December 2018, and the Easter Sunday attacks in April 2019 are such examples. Mainstream and social media platforms have been identified as channels that serve to spread fear, hatred and mistrust among communities, especially youth. The role of young women in PVE is frequently undermined. The proposed project commits to prioritize meaningful engagement with female youth from selected target groups.

3. Background

CEJ plans to produce a trilingual music video on hate speech related to ethnic, racial and religious violence and extremism under the project titled 'Web Walkers': Preventing Violent Extremism (PVE) through Youth Online Engagement. The consultant is expected to provide creative guidance in composing the music, recording and producing the music video in

collaboration with the youth. The youth involved in the project will produce this music video by contributing through writing lyrics and singing.

4. Scope of Work

CEJ seeks the service of a Consultant to carry out the following tasks:

- 4.1 Provide a music composition (melody) to which youth will be able to provide the lyrics
- 4.2 Guide the youth in the process of writing the lyrics and ensure that there are lyrical components of English, Sinhala and Tamil.
- 4.3 Rearrange compositions or suggest changes to lyrics and check the accuracy of the trilingual lyrics
- 4.4 Assist and provide guidance on recording the music video in the form of virtual montage/ virtual choir (Please note that it is not required that youth are brought to a filming location for the video)
- 4.5 Guiding the mixing, mastering and recording engineers.
- 4.6 Provide CEJ with the final production of the music video
- 4.7 Provide English subtitles for the song
- 4.8 CEJ will provide contact details and a coordination focal point to liaise with selected youth who would be involved in this music production. The Consultant is expected to liaise with youth and focal points in all relevant stages of the production.

The Consultant will report to the Executive Director and the tasks will be undertaken in consultation with the CEJ Executive director and with the support of CEJ staff.

5. Deliverables

- 5.1. Provide the music composition by the fourth week of November 2020
- 5.2. Present the finalized lyrics of the song by the second week of December 2020
- 5.3. Record the music video by the second week of January 2021
- 5.4. Produce the music video and deliver to CEJ by the fourth week of January 2021

6. Duration

The proposed time period of the consultancy will be from 15th of November 2020 to 31st of January 2021.

7. Consultancy Fee

The consultancy fee will be agreed upon between CEJ and the Consultant and set-out in the contract, as per the Financial Guidelines of CEJ. The contract will be between CEJ and the Consultant. Payments will be made in installments upon the submission and approval of satisfactory deliverables.

1st installment	50% upon completion of deliverables 1
2nd installment	25% upon completion of deliverables 2 & 3
3rd installment	25% upon completion of deliverables 4

8. Experience and qualifications

8.1. Proven track record in working on music productions. Any professional or educational qualification would be an added advantage.

8.2 Ability to adapt to ongoing restrictions due to the pandemic and remotely via virtual platforms.

8.3 Knowledge of music industry law and ethics.

8.4 . Firm grasp of video and sound editing techniques.

8.5 Prior experience using digital audio hardware and software.

8.6 Proven experience in producing a music videos in the form of a virtual choir/video montage

8.7 Familiarity of the current socio-political scenario of youth in Sri Lanka with regard to hate speech, preventing violent extremism and the influence of art

8.8 Studio production facilities and necessary equipment