

Terms of Reference (TOR) for the Production of animated video on the Impact of COVID 19 on Young People #

1. Background

ActionAid Ethiopia is a Gender Justice, Good Governance, and Poverty Eradication organization working to achieve gender equality and poverty eradication. In Ethiopia ActionAid works to challenge various forms of power and build capacities to create people agencies of critical mass of communities especially Women and Girls living in poverty and exclusion to fulfil their rights, ensure redistribution of resources and build their resilience. We prioritize to work with Women, Girls and Young People and their organizations, networks, civil society organizations, national and local government, and other allies to overcome gender injustice and structural causes of poverty. We engage at national level policy works to influencing the agendas of women, girls and the youth to tackle gender injustice.

And we connect our work from communities to national and international level by leading and actively engaging in policy agenda for greater contribution towards a just, equitable and sustainable life of communities. Guided by feminist lens and human rights-based principles and approaches, we seek to shift power, through empowerment, solidarity, policy influencing and the generation of alternatives to ensure that women and girls can enjoy a life of dignity and freedom from poverty.

Since its entry to Ethiopia in 1989, ActionAid Ethiopia has been working in different locations where women and girls lead their lives under difficult social and economic situations. Its working philosophy has enabled ActionAid to put tangible impact on the lives of these women, young girls, children, and communities it worked with.

Since the emergence of COVID 19 pandemic, ActionAid Ethiopia, with its collaborators and partners, has been contributing its level best effort in supporting communities, especially, women, girls, and young people prevent themselves from getting infected by the virus and cope with the aftermath effects of the pandemic on their lives.

As part of its effort in this regard, our organization has commissioned a study on the impacts of COVID 19 on the lives of young people, economic opportunities and livelihood, gender response public service, civic participation and youth led climate justice. The research has been done in selected sub cities in Addis Ababa. We are now to communicate the findings of this study to the wider public and policy makers through

different means of which producing and transmitting an animated video is one.

Objective – The animated video is aimed at:

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- Informing the public and policy makers on what young people have been and are doing to prevent themselves from the pandemic and to cope with the aftermath effects of it; and to what extent their lives (education, business, social cohesion, etc.) have been impacted.
- Exploring ways on what and how different stakeholders can play their role in mitigating the deep underneath socio-economic implications the pandemic has put on the lives of young people.#

This TOR is, therefore, a call for a locally and legally registered film producing or advert company in Ethiopia to produce a short, animated video on the above stated agenda.

I. Description of the services to be provided

The producing company will:

1. Use the research report and its findings ActionAid Ethiopia has commissioned to facilitate the production of animated video
2. Assign qualified and experienced animated video production crew for the job.
3. Work in consultation with a focal person/s ActionAid Ethiopia will assign for the task and incorporate the feedbacks it gets from ActionAid Ethiopia for the final production.
4. Produce 30 - 60 seconds long 2D animated video.
5. Submit the master copy of the animated video for transmission.

ActionAid Ethiopia will:

1. Provide the Research Report and other relevant resource materials to the film producing/advert company.
2. Arrange orientation discussion to the film producing crew.

II. Timeline

The animated video production will need to be produced and aired before 3rd week of August 2021.#

III. Scope

The animated video will have a length of 30-60 seconds and its format should be usable both on the mainstream media (tv) and social media platforms.

IV. Deliverables by the television station:

- Produce 30-60 seconds long animated video
- Submit the master of the video in the formats stated under 'Scope' above.

V. How to Apply

Qualified Companies interested to deliver the service are requested to submit technical and financial proposals including the following points:

A- Technical Proposal

- Overview of the company, detailing staff, technical capabilities, why they believe they are a good fit for the task
- Showreel of animated videos (Amharic). This should include a minimum of 2 previous examples of similar and relevant projects.
- Key Personnel, Equipment: Composition of the team proposed to perform the tasks (including supervisory)
- Describe the availability of resources in terms of personnel and facilities required for the task.
- Provide Curriculum Vitae of the proposed personnel that will be involved either full time or part time.
- Highlight the relevant academic qualifications, specialized trainings and pertinent work experience.
- List of Equipment: Please list equipment that the supplier currently owns and will be used for providing the services specified in the TOR. This should include details of Graphic Design Software, Editing Suites, Audio Recordings, Cameras, Lighting etc.

Financial Proposal List down cost breakdown and indicate the total service fee including VAT.

IMPORTANT

Companies are required to submit their Technical and Financial Proposals separately in sealed envelopes to our Main Office located at the premises of CCRDA (Kality Area). Call at +251 11 4654671/3/6 for further explanations please.

Deadline for submission of proposal: July 30/2021 4:00p.m local time#