

# C H A I N

## Terms of Reference

### Development of two Animated Videos for the CHAIN Project Awareness Raising Campaign

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#### 1. The CHAIN Project

The CHAIN Project is an EU co-funded **transnational project** that aims to promote a multi-disciplinary cooperation to end Female Genital Mutilation (FGM) and Early and Forced Marriage (EFM), through an intervention that is aimed at bridging the gap between affected communities and relevant professionals through a chain approach. The community experts will train key professionals and build their capacities to support affected girls and women at risk, and empower their own **diaspora communities** through awareness raising, sensitisation and networking. The project will especially focus on community leaders (religious and traditional leaders, community elders) as well as formal and informal community-based organisations (CBOs) to mobilise them as multipliers in tackling FGM and EFM.

#### 2. The CHAIN Project Awareness Raising Campaign

During the implementation of the CHAIN project, an awareness-raising campaign including two animated videos, one on Female Genital Mutilation (FGM) and one on Early and Forced Marriage (EFM) targeting affected communities will be developed with a film-making agency.

The videos will be in English as well as four other languages (German, Italian, French and Spanish). Subtitles for the video will be included in all the latter languages as well as in other non-EU languages to be identified by the consortium.

End FGM EU is in charge of developing the awareness raising campaign and the two videos and will be the point of contact for the agency regarding this project. The partners of the consortium and the community trainers from FGM and/or EFM affected communities will be part of the process in giving feedbacks on the storyboard and the videos.

#### 3. Two Animated Videos: Purpose and scope

As the partner in charge of this campaign, End FGM EU is looking for a film-making agency to produce both videos. The videos will aim at raising awareness amongst affected communities on the

consequences of both practices and why they should be given up. The animated videos will not be longer than 5 minutes, they will each transmit a powerful and convincing message through a storytelling style.

The videos will have as primary targets:

- Affected communities of FGM and EFM.
- Parents, families and community leaders who are practicing FGM and EFM.

The videos will also have as secondary targets:

- Activists, policy makers and other actors who work on FGM and EFM.
- Any person seeking information on FGM and EFM.

The animated video will use a non-stigmatising and empowering language and images.

#### 4. Scope of work and deliverables

End FGM EU is looking for an agency to produce two high quality animated videos that aim at raising awareness and influencing the behaviour of members of affected communities. The agency will:

- Develop the concept of each video based on a script discussed with End FGM EU.
- Produce one high-quality storyboard per video.
- Edit and finalise the storyboards and the animations as per the feedback provided by End FGM EU and the other CHAIN project partners.
- Produce two animated videos to be delivered in mp4 format and in 1080p resolution, easily sharable on YouTube, Twitter, Facebook, Instagram and WhatsApp.
- Provide royalty free audio/music track for both videos.
- Create the voice-over of both videos.
- Include titles, relevant credits and logos and agreed layout style according to End FGM EU's guidance.
- Deliver the rights of ownership of all animation content to the CHAIN project partners.

#### 5. Timeline

The production process will include several rounds of feedback as this process involves partners across Europe as well as community members. Here is the timeline considered by End FGM EU.

Signature of the Contract	By 11 <sup>th</sup> of January
Initial discussions and information with End FGM EU	Week of the 18 <sup>th</sup> of January
Draft of the concept and script and discussion with End FGM EU	End of January
Draft of the storyboard and Discussion with End FGM EU	Early February
Finalisation of the storyboard	End of February
Feedbacks from partners and community trainers	Mid-March
Production of the videos	Mid-April

Feedbacks process	End of April
Finalisation of the videos	By 30 <sup>th</sup> June 2021

## 6. Skills and Proposal submission

The ideal candidate(s) will have:

- A proven track record of creating high quality animation.
- The ability to create animated videos in multiple languages including voice-over and all post-production.
- Experience in working with NGOs; an active interest for feminism/gender equality is a plus.
- The ability to produce high quality content on tight deadlines.
- Excellent planning and organisational skills.
- Excellent communication and a concern for transparency.
- Knowledge of GBV and previous work on the topic is an asset.

To be considered for this service, the applicant with the required profile shall submit the following documents in English:

- Proposal to produce the videos including detailed budget and timeline;
- Examples of similar previous work;
- A link to their website or portfolio.

**The proposal needs to be submitted electronically in English  
to [mmhamedi@endfgm.eu](mailto:mmhamedi@endfgm.eu) by 11 December 2020**

In case of any queries, please also address them to [mmhamedi@endfgm.eu](mailto:mmhamedi@endfgm.eu)