

TERMS OF REFERENCE

CONSULTANCY SERVICES TO DEVELOP A CHILD-FRIENDLY ANIMATED VERSION OF THE IGAD CHILD POLICY

Save the Children is the leading global independent organisation for children. Save the Children believes every child deserves a future. Around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

Our vision: A world in which every child attains the right to survival, protection, development and participation.

Our mission: To inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Our values: Accountability, ambition, collaboration, creativity and integrity.

We are committed to ensuring our resources are used as efficiently as possible, in order to focus them on achieving maximum impact for children.

Save the Children supports a wide range of stakeholders including the Intergovernmental Authority on Development (IGAD) in achieving child rights and promoting child-centered approaches into their policy, programmatic and advocacy interventions.

BACKGROUND

The Intergovernmental Authority on Development (IGAD) is one of the eight regional economic communities (REC) recognized by the African Union, comprising eight member states namely Djibouti, Eritrea, Ethiopia, Kenya, Somalia, Sudan, South Sudan and Uganda.

With the aim to foster peace and economic and social development through advanced regional cooperation and integration, IGAD strives to support the efforts of its member states in various areas, including peace, security, environment, economic cooperation, health and social development. To that end, IGAD has developed many policies to set common regional standards in relevant areas. Recently, it adopted a Child Policy Framework to promote the rights and welfare of children in line with member states' international and continental commitments.

As part of the efforts to disseminate and popularize the Child Policy Framework as well as strengthen advocacy interventions for the promotion and realization of child rights, IGAD, with the support of Save the Children Regional and Multi-Country Programmes, wishes to engage a service provider to develop a child-friendly animated version of the Policy.

Save the Children, through the East African Migration Routes Project (EAMR), supports this initiative by providing technical and financial backstopping.

OBJECTIVES

The main objective of this assignment is to develop a high-quality animated video that effectively communicates the goals, core principles and provisions of the Child Policy to a diverse audience, including children, caregivers, policymakers, service providers, communities and the general public.

EXPECTED TASKS

The service provider is expected to undertake the following tasks:

- a) Engage with the SCI and IGAD team to discuss the context and outline expectations prior to the start of the consultancy and during the development of the video.
- b) Reviewing the Child Policy and other relevant documents to extract key messages.
- c) Developing a concept and storyboard for the animation in consultation with IGAD and Save the Children.
- d) Creating a script that is engaging, clear, and suitable for diverse audiences.
- e) Develop characters, backgrounds, other drawings and graphics as necessary to use in the animation
- f) Producing a 4-5 Minute animated video in a style appropriate for children and general audiences with subtitles in English
- g) Producing a copy in (e) with voice-over narration and subtitles in French, Amharic & Somali.
- h) Incorporating background music and sound effects to enhance the animation.
- i) Revising the animation based on feedback from IGAD and Save the Children.
- j) Provide copyright/signed subject release forms of all footage, voices and music in the video.
- k) Submit the final approved animation video (suitable for online and offline distribution along with other products used in the project (raw footage, drawings, music, backgrounds, voice etc.)

EXPECTED DELIVERABLES

1. An inception report detailing the approach, methodology, and work plan.
2. A script and storyboard for review and approval.
3. A draft animated video for feedback.
4. A final animated video incorporating all revisions.

REQUIRED QUALIFICATIONS AND EXPERIENCE

- Proven experience in animation and multimedia production, particularly in child-focused content.
- A strong portfolio demonstrating creativity and technical proficiency.
- Experience in developing educational and advocacy materials.
- Capacity to produce animations in multiple languages.
- Strong communication and project management skills.

DURATION

The consultancy is expected to take 60 days after signing the contract.

FORMAT

The animated video should be in MPEG 4 or H264 format and 1080p.

WORKING MODALITIES

The consultant will work with the designated communications and technical Experts at IGAD and Save the Children to receive more guidance for the assignment including branding guidelines, among others. All the required details will be shared with the consultant to undertake the assignment.

The total budget for this assignment will be negotiated based on the scope of work and deliverables. Payment will be made in instalments linked to the successful completion of key milestones.

ACCEPTANCE

The deliverables will be accepted by the project team at SCI and IGAD within 10 days of the delivery date. The expert will be required to make the necessary revisions and amendments upon the project team's request.

GENERAL ASSUMPTIONS AND DEPENDENCIES

With the support of SCI, IGAD will provide the necessary orientation and overall supervision to the consultant.

With the support of SCI, the consultant will be guided on all safeguarding and branding requirements necessary for the consultancy and final products.

PAYMENT TERMS

The total budget for this assignment will be negotiated based on the scope of work and deliverables. Payment will be made in instalments linked to the successful completion of key milestones.

<i>Deliverable number</i>	<i>Deliverable title</i>	<i>Description</i>	<i>Format and style</i>	<i>Submit to</i>	<i>Delivery date & payment calendar</i>
1	Inception report	The report is to define the consultant's exact work plan,	Word document and presentation	IGAD and SCI	1 week after the start date

		<i>methodology and scope</i> .			
2.	<i>A script and storyboard for review and approval</i>	The Consultant will provide a script and storyboard to ensure that all necessary information about the Child Policy are accurately reflected in a language that is comprehensible to children and general audiences	Word document	IGAD and SCI	21 days from the start date 30% of the total cost payable
3.	<i>A draft animated video for feedback.</i>	The consultant will develop a child-friendly animated video.	video	IGAD and SCI	45 days from the start date
4.	<i>A final animated video incorporating all revisions.</i>	The consultant will develop a revised version of the child-friendly animated video with French subtitles	Video	IGAD and SCI	60 days from the start date 70% of the total cost payable

METHOD OF APPLICATION:

Interested candidates are expected to submit the following documents to;
esarpu.bid@savethechildren.org with the reference title **ITT-CONS-ESARMCPU-2025/003**

1. Technical proposal with a detailed explanation of how the candidate meets the required qualification and experience.

2. Financial Proposal with a breakdown of the consultancy costs (inclusive of all applicable taxes)

Both the technical and financial proposals to be submitted through the SCI Expression of Interest template (attached with the TOR)

For questions and clarification please reach out to esaro.procurement@savethechildren.org with Euniejoy.Nyawira@savethechildren.org in copy

