



## **Terms of Reference Animated Videos**

### **General Context:**

#### **Innovation for Change - the Middle East and North Africa Hub**

The Innovation for Change network is a global network of people and organizations who connect, partner, and learn together to find positive approaches to overcome barriers to closing civic space and restrictions to our basic freedoms of assembly, association, and speech, SimSim joined the MENA hub in 2018 as one of the incubators of the I4C program in the MENA region.

Working closely with an expanded group of supporters and experts including social entrepreneurs and movements, the MENA Hub has developed its vision to create a free and secured civic space and a mission to build a collaborative, innovative network of activists and Civil Society Organizations (CSOs) to facilitate the exchange and development of expertise and resources to face the shrinking of civic space.

#### **SimSim-Participation Citoyenne**

SimSim-Participation Citoyenne is an independent Moroccan non-profit organization that aims to use information and communication technology to increase the participation and interest of citizens in public affairs as well as facilitating the task of public institutions in responding to the demands of citizens.

#### **Consultancy purpose:**

In its capacity as an Innovation for Change MENA Hub implementing partner, SimSim-Participation Citoyenne is seeking an offer of a qualified Video Motion expert, *to design and produce 4 short motion design videos*.

#### **Deliverables:**

The selected Video Motion expert will be responsible for the design and production of the following products:

- **Advocacy Project:**
  - (2) Motion design videos of 3 to 4 minutes. (Delivered in High-resolution format, and in Instagram Videos format (previously known as IGTV format).
- **Crowdfunding Project:**
  - (2) Motion design videos of 3 to 4 minutes. (Delivered in High-resolution format, and in Instagram Videos format (previously known as IGTV format).

#### **Profile of Eligible Consultants:**

The following criteria are required for the candidates to apply for this consultation:

- Qualification and expertise in working on similar creative projects.
- Qualification and expertise in Creative Design, and Motion Design.

### **Planning:**

| <b>Actions</b>                                       | <b>Deadline</b>   |
|--|-------------------|
| Launch of the call for consultation                  | 20/12/2021        |
| Application deadline                                 | <b>03/01/2022</b> |
| Final Selection                                      | 07/01/2022        |
| Signature of the contract and start of the mission   | 09/01/2022        |
| Delivery of the 4 Videos' storyboards for validation | 15/01/2022        |
| Delivery of the 4 Videos' V1 for review and feedback | 21/01/2022        |
| Delivery of the final versions of the 4 Videos       | 25/01/2022        |

### **Application process:**

#### **Required documents:**

- An updated resume highlighting past experiences relevant to the subject of this consultancy;
- A financial offer;
- Samples of previously completed projects. (Online Portfolio or Behance).

Submit electronically the above mentioned documents and links to [mena@innovationforchange.net](mailto:mena@innovationforchange.net) by **January 03, 2022**, at the latest.

*Only shortlisted applicants will be contacted.*