

Terms of Reference (ToR) for Production of Animations & Videos

Consultancy: Production of Animations & Videos on Countering Child Sexual Abuse (CSA) & Child Domestic Labor (CDL)

1. About Group Development Pakistan (GDP)

Group Development Pakistan (GDP) is a Civil Society Organization registered under the Societies Registration Act, 1860 working on protecting and promoting child rights and strengthening child protection and justice with children across Pakistan. GDP believes in a democratic and humanistic society in which the most important stakeholders-children- are acknowledged, respected and protected from all forms of violence and discrimination. GDP follows a holistic, creative, participatory, eco-friendly, child-focused and human rights-based approach.

2. Project Information

Group Development Pakistan (GDP) is implementing a project titled 'Protecting and Promoting Children's Rights in Pakistan'.

The project aims to strengthen prevention of and response to CSA in Pakistan. Two interrelated objectives will help achieve this goal:

- a) Increase awareness of Child Sexual Abuse and state obligations to child rights protection;
- b) Expand access to support services for victims and their families and improve quality of legal services available to victims.
- c) Strengthen enforcement and implementation of laws and policies that outlaw child domestic labor and protect the rights of child domestic laborers.

To this effect, the project will focus on realizing the following outcomes;

Outcome 1.1: Increased awareness of the community members including children/pupils, teachers, parents, religious leaders and local authorities on prevention and response to CSA and CDL.

Outcome 1.3: Improved access to support services for victims and their families and improved quality of legal services available to victims.

Outcome 1.4: progress towards improved legal framework and improved quality of legal services available to victims

3. Key Tasks for the Production of Animations & Videos

Under the project, GDP is looking for a consultant to develop animations & videos on countering CSA and CDL to actively raise awareness among the general public, particularly children, youth, parents, civil society, parliamentarians, policy makers, law enforcement agencies, judiciary and media, on: effectively identifying and preventing CSA & CDL, state obligation to safeguard and promote child rights; and processes and platforms available for

acquiring speedy justice and referral services.

2.1. Understanding GDP's Communications Strategy:

The consultant will be briefed on the scope of work after signing the contract in the preliminary inception meeting. The consultant will thoroughly review GDP's communication strategy before starting the assignment. GDP believes in the following technical elements and ethical values and expects the consultant to reflect these in all the deliverables produced under the assignment:

- Gender sensitivity
- Cultural sensitivity
- Equality
- Participation
- Inclusiveness
- Zero tolerance for discrimination and violence
- Positive messaging

The consultant/service provider will be responsible for developing **4** animations and 4 videos on countering CSA and CDL by carrying-out the following tasks:

2.2. Identifying Key Topics/Messages for the Videos:

The consultant will closely work with GDP team to conduct a desk review for identifying the topics or key issues/hurdles that are faced in countering CSA & CDL in Pakistan at community and policy level. Identifying these issues will help in finalizing the key messages to be highlighted in the animations/video for spearheading a meaningful social media campaign.

2.3. Script Writing:

The consultant will draft the scripts on the key topics identified in Urdu language with English subtitles that caters to the overall objectives of the campaign. The consultant will consider and analyze the diverse target audience for drafting a script that is easily understandable and conveys key messages in a unique and engaging story.

2.4. Story Boarding:

Based on the feedback of the script, the consultant will develop a detailed story board. The story board must visually guide the production process. The consultant will provide enough visual detail to give an impression of what is happening, which characters are being presented and what the general framing will look like. The storyboard will be reviewed by the GDP team and consultant will be responsible to address the changes and respond to concerns.

2.5. Production of Animations/Videos:

The consultant/service provider will produce **4** animations and **4** videos. The production must adhere to gender and cultural sensitivities prevalent in Pakistani culture to avoid negative criticism. The message should be presented positively explaining the relevant laws and gaps in implementation. The duration of the animations will be between **3-4 minutes** mark to keep the audience engaged. Appropriate local music should be used depending on the scene and expression of the messaging.

2.6. Feedback & Changes:

Please note that the service provider is required to seek advance approval before carrying out any task and seek feedback of GDP on deliverables for quality assurance. GDP will share the draft scripts, storyboards & videos with legal experts and other stakeholders for their feedback and approval. GDP will coordinate with the legal team and other stakeholders for the feedback. The consultant will be responsive for making the changes communicated by GDP in a timely manner.

4. Dissemination of Videos

The campaign materials developed by the consultant/service provider will be disseminated on social media platforms (Facebook, Twitter, Instagram and YouTube, & GDP's website). The dissemination will be the responsibility of GDP team.

5. Branding

The branding details will be communicated with clear guidelines and instructions after signing the contract.

6. Deliverables

The consultant/service provider is responsible for producing the following deliverables within the stated deadlines:

- 8 Script (4 animations, 4 videos);
- 8 Storyboard (4 animations, 4 videos);
- 4 animations;
- 4 videos;

7. Campaign Materials Production Time

The overall time span of the production is divided in two phases:

Phase 1: April to June 2022 (2 animations & 2 videos will be produced)

Phase 2: February to April 2023 (2 animations & 2 videos will be produced)

All the activities related to the production must be completed as stated in the two phases.

8. Campaign Dissemination

GDP's Communication team will be responsible for the campaign dissemination and the consultant/service provider will only be responsible for producing the campaign materials and sharing them in a timely manner.

9. Timing and Logistics

The consultant/service provider will preferably be based in Pakistan so that assistance/guidance from GDP team can be conducted with a common understanding of the political economy of the country. All the logistics and arrangement of the equipment will be the responsibility of the consultant.

10. Sample Work

The consultant/service provider are encouraged to share their relevant sample work on social media campaigning, particularly on child rights.

11. Copyright & Intellectual Property Rights

All the campaign materials, designs, plans and any other materials produced by the consultant/service provider under this contract shall be the sole and exclusive property of the project and will not be reproduced in any other platform/forum without taking written consent of GDP.

12. Duration of Assignment:

180 days approximately including weekends in two phases as explained in section 7 of the proposal.

13. Expected Start Date of Assignment:

April 2022.

14. Required Competencies

The service provider must possess the below stated qualifications, competencies and adhere to the set criteria. Please note that youth inclusive creative agencies, firms, or consultant teams, having relevant experience, equipment and competence are encouraged to apply. Past campaigning, production experience on child rights is a must and will be an added advantage. Women/gender variant persons and persons with disabilities are encouraged to apply. The technical competencies required are stated below:

- At least 5 years of experience with awareness campaigns on social issues in Pakistan;
- Bachelor's in film-making or relevant field is preferred but not mandatory
- Demonstrated capacity to develop and execute successful, impactful and culturally sensitive awareness campaigns;
- Track record as an ethical campaigner having experience working with political parties



- or government institutions;

15.How to Apply

Interested candidates are encouraged to apply by sharing resume, cover letter, past experience, 3 professional references and a detailed financial proposal (per deliverable) at hr@gdpakistan.org before 22nd April 2022.