

## **TERMS OF REFERENCE**

### **Animation on "If your country signed the Niamey Convention..."**

#### **1.0 Background**

Inter-Africa Group (IAG) is an independent non-profit organization established in 1989 with a mission to nurture and promote peace, human rights, democratic culture and values, as well as sustainable development. Its vision is to see a Horn of Africa (HoA) where human rights are respected, democratic culture flourishes and economic development and peace are achievable. Over the last 30 years IAG has managed to cultivate a reputable niche in research and public dialogue on democratisation, development and peace building policy issues both in the context of Ethiopia and regionally (in the Horn of Africa). More importantly, and particularly, since 2004, it has played a significant role in peace building initiatives in partnership with IGAD's Early Warning and Response Mechanism (CEWARN). Another milestone of the organization is its active role in organizing series of live political dialogues for 2005 national elections that captivated the nation and elevated its reputation. IAG is currently engaged in the 'Improving policies for conflict prevention: Civil society engagement to transform borderlands in Africa' Action in partnership with three other organizations: the Eastern Africa Sub regional Support Initiative for the Advancement of Women (EASSI); Act, Change, Transform! (Act!); and Life & Peace Institute. (LPI). The Action's core is facilitating support for the capacity development of 26 local civil society organizations (CSOs) – to advocate for regional (HoA) and continental initiatives for improved cross border cooperation.

#### **2.0 Objective of the Project**

The overall objective of the project is to increase the participation and contribution of CSOs to ensure continental and regional policies on cross-border cooperation in Africa are responsive to the human security priorities of borderland communities.

The activity objective is to produce a high-quality tech-based animation depicting the benefits of signing and ratifying the African Union Convention on Cross-border cooperation (Niamey Convention) for the countries in the Horn of Africa.

Technology (or 'tech') is also a crucial element of the action, deployed as never before, to connect border communities to decision makers in the political capitals; to bond CSOs across the HoA and the continent to facilitate coordination, encouragement and learning of a coalition around cross-border cooperation; and to catalyze the impact of advocacy campaigns through skilled use of social media and development of smart phone applications by young innovators. Audiences range from African Union (AU) member state campaigns to AU Heads of States and Pan-African Parliament. The action seeks to contribute pathways for continuous engagement at continental and regional

levels because civil society participation in the policy processes and policy dialogues will lead to inclusive and effective policies that will meet people's needs.

The envisioned animation video will depict the benefits of signing the Niamey Convention on Cross Border Cooperation in a hypothetical AU member state.

### **3.0 Proposed Approach**

The approach will involve:

3.1 A visit to the Ethiopia-Kenya border town of Moyale for a two-day tour to observe and interact with the border officials and the community. The team might be expected to also meet some or all available partner CSOs working at this border.

3.1.1 Thoroughly review and internalization of the Niamey convention with regard to the anticipated benefits of its implementation

3.2 A one-day meeting will be convened in Addis Ababa with a focus on completing this task, including LPI and IGAD-CEWARN representatives where the firm will present their vision and draft work for comment for the project. This is to ensure that the successful firm has a thorough visual image of the animation.

3.3 The revised draft animation will be shared in the second meeting by the firm for validation to the team for their input, before the final animation is completed.

3.4 The final animation will be uploaded both on YouTube channel and on the project website among other platforms.

### **4.0 Key Tasks**

The Firm will work closely with IAG to agree on the scope of work prior to commencement of the assignment. Key tasks will include the following;

4.1 Agree on a detailed work plan for the generation of animation.

4.2 Conduct field visit to Moyale border for information gathering.

4.3 Create detailed storyboard for presentation to the team in Addis Ababa.

4.4 Create high definition virtual animation in standard visual format approximately 90 (ninety seconds) animation.

4.5 Provide first draft animation for comment/validation.

4.6 Incorporate comment and provide acceptable final version of high definition animation “If your country signed the Niamey Convention”... in standard format consumable on a website

**Proposed Work Plan**

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Kick off								
Field trip								
Concept preparation								
Workshop to discuss on the storyboard								
Preparation of animation								
Gathering input on draft animation								
Final animation								

**5.0 Reporting and Supervision**

The successful firm will work under the overall supervision of the IAG Executive Director with day-to-day liaison with IAG Program Coordinator.

**6.0 Duration of the Assignment**

This task will be carried out over a period of 8 weeks.

**7.0 Application Instructions:**

Interested and Qualified firms that meet the requirements should respond to the Terms of Reference and submit:

(I) Technical and Financial Proposal to create the idea (storyboard), technical design, execution (including animators and narration services) and development of an animation video).

REF: IAG/014/2019

(II) Capability Statement with CV of key personnel and detailed cost work plan

(III) List of three references from recently concluded animation work.

Please send applications to [interafricagroup2@gmail.com](mailto:interafricagroup2@gmail.com) with subject line **Animation on "If your country signed the Niamey Convention..."** **Deadline:** on or before 5pm, Friday 26<sup>th</sup> of July 2019 (will be edited on the date of finalisation).

Only successful applicants will be contacted.