TERMS OF REFERENCE:
SERIES OF 3 PROMOTIONAL ANIMATIONS

PROJECT PURPOSE

Building on our new brand, new website, explainer animation and Communications Strategy, Integrity Action seeks to further raise our profile in the international development sector and the area of social accountability and tell an in-depth story of how our approach is helping people to change their lives.

We are therefore looking for an individual/company to work with us to develop a series of three animated videos to tell three brief but detailed stories about the impact of our work.

We aim for the animations to be completed by 31 August 2020 (there may be some flexibility).

Project details (see the end of the document for more on Integrity Action)

- Length: each animation would ideally be under 120 seconds
- We are looking for three animated videos (no use of live filmed excerpts)
- The three animations need not be exactly the same in style and design but there should be a coherence between them so that they are a recognisable set
- Ideally, text on screen will accompany the story in a creative way (this could e.g. be by using only key words rather than the full script).
- The scripts are not yet ready but each story will be people-centred, and will go into some detail of the impact of our work. The scripts will likely be in the words of the people we work with. Travel restrictions and language barriers make getting their actual voice recorded challenging so we would need voiceover artists (likely to be one African, one South Asian and one Middle Eastern)

  - **Example story** (not confirmed whether this will be one of the selected stories): in DR Congo, girls' attendance at school is much lower than boys. One of the obstacles preventing girls' school attendance is a lack of safe and clean gender separated toilets. Young students monitoring the school as part of our project identified this problem and also secured a “fix” – they reported the problem in our mobile app, raised the issue with teachers, school management and parents and convinced them that better toilets were needed. They then secured agreement and funding for the toilets to be built
- The animation should be guided by and take inspiration from our brand identity (see guidelines attached), but should not be restricted by following it to the letter
- We are keen to see how this animation series would fit with the existing explainer animation and are open to suggestions
- For use on our website, social media and at meetings/conferences to explain our work

Key audiences

Our key audiences know about international development and accountability, so we need to give them three quite substantial (if brief) stories. They are:

- Potential funders
- Organisations including INGOs who may be interested in partnering with us
- Parties that may be interested in our data (researchers, academics, organisations)
- Existing partners and funders
- Other organisations/entities related to the international development sector and the field of social accountability
Animations we like (for inspiration; we are also open to other styles/techniques)

https://www.thelikeminded.co.uk/charity/
https://jolt.studio/portfolio/living-with-depression/
https://vimeo.com/232241380
https://vimeo.com/77401597

BUDGET

£20,000 (total amount for all three animations)

Exact dates will be agreed once the contract is finalised. Transfers of payment will be done in instalments and will be based on achievement of deliverables.

EXPERIENCE AND SELECTION CRITERIA

Integrity Action is based in London, but the selected agency/consultant can be based elsewhere.

Specific experience:

- Experience of developing short, impactful animations
- Ability to achieve impactful results with limited budget (as we are a non-profit organisation)
- Flexibility to take into account the organisation's requirements and understanding of the reality of small organisations

LINES OF COMMUNICATION

The consultant(s) will be managed by Integrity Action's Communications Manager. The Head of Programme Development and CEO will also be involved in reviewing/approving the animations.

ANTICIPATED TIMELINE

- 10 May: Deadline for proposals
- 11 - 25 May: Proposals reviewed, suppliers invited for meetings, selections made
- 31 May: agreements/contracts finalised
- 1 June: Project commences (this may depend on finalisation of the scripts)
- 31 August: animations finalised

EXPRESSIONS OF INTEREST

To tender for the animation, please submit:

- A proposal including:
  - Information about your agency/yourself
  - Outline what approach, style and technique you would take and why (you may propose multiple options)
  - Estimated timeline and budget
- References from previous clients and examples of other work

Please send this to: isabelle.kermeen@integrityaction.org by 10 May 2020. Please note that we will not be able to give feedback on unsuccessful proposals.
BACKGROUND

Integrity Action is a charity registered in England and Wales, and based in London. We help citizens to monitor the delivery of essential services, infrastructure, and development projects – and to solve the problems they find.

Using mobile technology, we enable citizens to report publicly, in real time, whether they are receiving the quality of services they were promised. Citizens then take a collaborative approach to securing improvements to those services.

We work in places where the need for effective services and infrastructure is critical. Whether it is secondary school teaching in Afghanistan, water systems in DR Congo, or the reconstruction of homes after Nepal's 2015 earthquake, essential services and projects impact every aspect of citizens’ lives. However, in the countries where we work, citizens frequently don’t get what they need – or what is promised to them.

Our approach involves three core components:

**MONITORING:** we enable citizens to become monitors of essential services and development projects. They learn how to access information such as infrastructure contracts, and then check that whatever was promised is being delivered.

**TECHNOLOGY:** when monitors find that a promise hasn't been kept, they report this on Integrity Action's easy-to-use and award winning website and app DevelopmentCheck. Their feedback is posted in real time and visible to anyone.

**SOLUTIONS:** monitors don’t just report problems; they are actively involved in finding solutions. Monitors convene the relevant stakeholders and work towards finding solutions that work for everyone. These fixes are also posted on DevelopmentCheck.

To date, citizen monitors have used our tech tools to monitor some $1 billion worth of development spending – and so far they've found solutions to 54% of the problems they found.

**Integrity Action organisational identity**

**Collaborative:** We are approachable, and we like to start conversations with others.

**Curious:** We are always keen to listen and learn. We like to hear different points of view to our own.

**Open:** We are open and honest about our work and are not afraid to highlight failure or gaps in our knowledge.

**Inclusive:** Our language must be respectful of, and accessible for different groups. It must also be easy to understand, though that doesn't mean we are afraid to engage in complex issues.

**People-centred:** We never forget that people are at the heart of everything we do, rather than technologies or methodologies. To tell stories about our work, we tell stories about people.

*How does this translate into our tone?* We are clear, jargon-free, inclusive and accessible when we communicate. We are conversational but not too informal – we want to be taken seriously. While we have expertise, we do not portray ourselves as the authority on this; rather, we are open, approachable, collaborative, keen to learn and not afraid to highlight challenges.

*How does our visual identity support this?* We want our unique approach to come across in our visual communications. We use clear, simple graphics in a quirky way that is friendly and recognisably us. We want to be fresh and bold but not too light-hearted.

Please also see the attached brand guidelines