

**Terms of Reference**

**Consultant – Animator for the Production of GBV Prevention Video Animation for the MAP GBV Project in Anambra and Osun States**

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| **SUMMARY**  **ActionAid Nigeria**, through the *Multistakeholder Action for the Prevention of Gender-Based Violence (MAP GBV)* Project, is seeking the services of qualified professionals for  **Video Animator** to develop an animation illustrating the laws, policies, regulations, standards, and mechanisms for the prevention of gender-based violence (GBV) in the project states of **Anambra** and **Osun**.    The objective is to produce a compelling and impactful animation that sheds light on the dangers of GBV and how it can be prevented in states/communities so that women and girls are protected from its occurrence and can live free from its fears. |

**Background:**

The Multistakeholder Action for the Prevention of Gender Based Violence (MAP GBV) Project is a is a two and half years funded project by Ford Foundation that aims to reduce Gender Based Violence so that women and girls in Nigeria can live free from its occurrence and its accompanying fears.



The project seeks to mobilise faith, traditional, state and non-state actors for the prevention of gender-based violence and harmful traditional practices that exacerbate gender-based violence particularly violence against women and girls through a multi-stakeholder collaborative approach.



The MAP GBV project is an initiative that provides support for the responsible government Ministries, Departments and Agencies as provided for in the states’ Violence Against Persons Prohibition Laws (VAPP) among other relevant laws to either activate and/or set up multi-stakeholder structures, also recognised by the law, that will foster awareness; promote education on GBV and its impacts, and advocate for the enforcement of the provisions of the VAPP Law, and other VAWG protection frameworks that support the prevention and elimination of GBV in their respective states. The actions of these structures, coordinated and funded by the state governments, are proposed to enhance the implementation of the provisions of relevant laws and policies, and motivate adoption of positive norms, beliefs and practices that prevent GBV by the public.

The project also seeks to motivate an increase in governments’ responsibilities and commitment towards keeping their states safe and free from Gender Based Violence through implementation of government-led sustainable, impactful and fully funded GBV prevention & response programmes. Overall, the project aims to contribute towards the creation of a safer and more gender-equitable society as well as a sustainable approach to the elimination of GBV in Nigeria.

Achievement of the project objectives is dependent on the realisation of these expected results/outcomes:

1. Enhanced knowledge, attitudes and practices of faith based and traditional actors to change religious and socio-cultural norms that exacerbate VAWG in Anambra, Osun and Rivers States.
2. Increased effectiveness of state governments’ commitments and actions towards GBV prevention programming in accordance with the provisions of current laws and policies that protect women and girls against violence.
3. Improved functionality and sustainability of accountability and coordination platforms for faith, traditional and state actors/government institutions for effective implementation of GBV prevention interventions.

**Target audience/s**

This GBV prevention animation is intended for the entire population of Anambra and Osun States, recognising that eliminating gender-based violence requires collective action across all levels of society. It speaks to government officials, traditional and religious leaders, educators, students, families, and individuals of all ages and genders acknowledging the unique influence each group holds. It also targets civil society organisations, media practitioners, and business leaders, who are key in shaping public discourse and community norms. By reaching a broad and diverse audience, the animation seeks to build a shared understanding that GBV is unacceptable, and to inspire collaborative action toward creating safe, respectful, and inclusive communities in both states.

This animation aims to achieve the following among the entire population of Anambra and Osun States:

**See & Hear**: Through powerful audio-visual storytelling, the animation will illustrate the harsh realities of GBV and spotlight the vital role men and boys can play in prevention. It will target all demographics especially those unaware of GBV’s impact using relatable visuals and language to drive home the urgency of collective awareness.

**Believe:** The animation will challenge harmful norms and beliefs, reinforcing that GBV is unacceptable in any society. It seeks to shift mindsets by promoting empathy, respect, and gender equality.

**Act:** Finally, the animation will encourage concrete action, especially from key influencers such as traditional and religious leaders, family heads, market leaders, and young men and boys. It will inspire them to become active champions against GBV in their communities.

By combining emotionally resonant storytelling with clear messaging, this animation will support the MAP GBV Project’s broader goal of building safer, more equitable communities across both states.

**Tone and Style**

The animation video will tell compelling stories of the impact of GBV prevention projects at community, state, and national levels, with particular attention to the roles of gatekeepers and community structures in preventing GBV.

The animation must be a fully animated 2D video and should:

* Depict real community environments and reflect local languages and contexts in Anambra and Osun States.
* Be personal and conversational in tone not formal or technical.
* Include emotional and reflective elements, sharing how the intervention influenced individuals or communities, rather than just reporting on activities.

**Style**

* The animation video should be clear and simple in design, not overly stylised or abstract but emotionally engaging and relatable.
* Animation should visually represent community life, using imagery and sound that reflect daily experiences, environments, and interpersonal interactions.
* Animators may use visual metaphors or motion storytelling to bring community scenes and real voices to life.

**Tone**

* The overall tone should be light, positive, and inspiring, avoiding formality or rigidity.
* The animation should be aspirational, based on the ideal and not negative, to convey hopeful and motivating stories about women and girls confronting GBV (physical, sexual, psychological, or economic), and how the MAP GBV project, in collaboration with the Multistakeholder Action Committees, has supported prevention efforts.
* It should also include representations of boys and men contributing positively to ending GBV.
* The voicing will be recorded in clear, crisp tones in English, Yoruba, Pidgin and Igbo, ensuring the message is accessible and culturally resonant.

**Deliverables**

**Specific Outputs**



1. A set of four high-quality, fully animated 2D videos, each approximately 60 seconds in length, with voiceover and subtitles in English, Pidgin, Igbo, and Yoruba. These videos will include culturally relevant visuals, music, sound effects, and professional narration. Each version must be culturally adapted to reflect the language and context of its intended audience. Final deliverables should include Full HD (1920x1080) versions for TV, as well as optimised formats for digital platforms such as square (1:1) and vertical (9:16) aspect ratios for social media—and compressed versions suitable for mobile sharing.
2. The final production script(s) used for each language version.
3. Documentation of usage rights and permissions for all music, voice talent, and sound effects used, confirming they are fully cleared for distribution across all relevant media platforms (if applicable).

**Competencies**

**Corporate Competencies:**

* Demonstrates integrity, professional and ethical standards.
* Showcase valuable experience of at least 5-10 years in delivering documentaries, animation videos around women rights or development projects.
* Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

**Functional Competencies**:

* Communication, interpersonal and professional skills required for collaboration with Government agencies as well as various community and state stakeholders.
* Ability to prioritise work and produce the required outputs in the given timeline.
* Strong oral and written communication skills.
* Excellent video editing and presentation skills.
* Excellent computer skills.
* Must be result-oriented, a team player, exhibiting high levels of enthusiasm, tact, diplomacy, and integrity.
* Must be familiar with the development sector with an experience in producing impact stories at community level.
* Must be able to submit a technical proposal, and work plan for the documentary.

**Education:**

* A bachelor’s degree in social sciences, Theatre Arts, Development Studies, Animation, Film Production, or related fields is preferred but not mandatory.
* Candidates with demonstrable professional experience and expertise in animation, video production, or related fields will also be considered.

**Experience:**

The selected animation consultant or team should demonstrate:

* Proven experience in creating impactful animation videos in community or development contexts.
* Familiarity with Anambra and Osun States, including ability to produce content in local languages.
* Evidence of prior work in similar settings, preferably focused on GBV, women’s rights, or social issues.
* Ability to begin work within one week of contract award.
* Experience working with both state and non-state actors.
* Commitment to inclusive storytelling, especially for marginalised groups including women, girls, and people living with disabilities.

**Assignment Location and Timeline**

The consultant will be responsible for producing animations focused on GBV prevention for both Anambra and Osun States. The first draft videos must be submitted no later than 19th June 2025, with the final versions due by 24th June 2025, or by a mutually agreed date with the ActionAid team.

**Work Arrangement & Reporting Lines**

The consultant(s) will be expected to provide his/her own work equipment. ActionAid Nigeria will provide materials to aid scripting, however, the consultant will work with the Multistakeholder Action Committee of Anambra & Osun for context-based GBV Prevention animation video. The consultant in his/her work, will be accountable directly to ActionAid Nigeria’s Specialist, Projects and Manager, Lagos Regional Office.

**Terms of Payment**

The consultantshall beresponsible for his/her tax and other statutory obligations. ActionAid shall however deduct the statutory 5% With Holding Tax (WHT) for individuals and 10% for registered organisations which will be remitted to relevant authority. The Consultant should provide AAN his/her Tax Identification Number (TIN) for the purposes of remittance.

**Submission**

Interested applicants should submit the following:

1. A 2–3-page proposal
2. A personal or organisational profile/resume
3. A detailed budget (with cost inclusive)
4. A weekly workplan for its delivery.
5. Links of previous works

Applications must be submitted electronically in one Microsoft Word file to:  Procurement.Nigeria@actionaid.org using the subject line: **Animator for the** **Production of Evaluative Animation for the MAP GBV Project.** Applications should be submitted not later than **Thursday, 12th June 2025.** Failure to adhere to instructions on submissions could invalidate your application.

**Only awarded applicant will be contacted.**