



ToR for CSF Animated Video

Introduction:

The CSF Sudan team is a newly established facility working to promote peace to the aid sector, and has recently moved from the trial phase to a long-term project for the next three years. The purpose of this video is to provide a brief, engaging, and informative overview of the CSF's mission, objectives and activities. Website address: <https://csf-sudan.org/>.

Language:

The voice over is in English, with Arabic subtitles.

Video objectives:

- Introduce the Conflict Sensitivity Facility (CSF) to a broad audience.
- Provide a clear and concise overview of the CSF's role and mission in promoting conflict-sensitive work in Sudan.
- Highlight key activities and initiatives undertaken by the CSF.
- Convey the CSF's commitment to conflict-sensitive approaches and peacebuilding.
- Emphasise the understanding of the CSF's work.
- Capture the audience's attention through visually appealing and dynamic animations.

Target audience:

The video should be designed to appeal to a diverse audience, including donors, the aid sector in Sudan, partners, researchers, youth practitioners and the general public interested in conflict sensitivity and humanitarian aid work in Sudan.

Key messages:

- An overview of the CSF's role in promoting conflict sensitivity in Sudan.
- Information about CSF's mission and vision.
- Highlights of CSF services, works and ongoing projects/activities.
- A call to action or engagement, encouraging viewers to learn more or get involved.

Style and format:



- The video should be animated and have a duration of approximately 100 seconds.
- The animation style should be visually appealing and suitable for conveying complex ideas in a simple and engaging manner.
- CSF branding and logo should be prominently featured.
- The video should include background music and voice-over narration.

Proposal submission:

Interested animation studios or individuals are invited to submit proposals that include their portfolio of similar work, proposed animation style, estimated timeline and budget.

Timeline:

The selected vendor should be able to complete the animated video within six weeks.

Budget:

The proposal should include a detailed budget breakdown, including costs for scriptwriting, animation, voice-over, music licensing and any other associated expenses.

Evaluation and selection:

- Proposals will be evaluated based on their creativity, quality, adherence to the objectives and cost-effectiveness.
- The CSF reserves the right to select the proposal that best meets its requirements.

Submission deadline:

Proposals must be submitted to info@csf-sudan.org no later than 30 November 2023, with the subject line "Application for the CSF animated video".

We look forward to receiving your proposals and creating an engaging animated video that effectively introduces the Conflict Sensitivity Facility to a wider audience.