

Call for Proposals – Terms of Reference

Development of animated videos for Aflatoun Digital Library

Organization	Aflatoun International
Location	Remote
Job type	Consultancy
Remuneration	TBD based on proposal
Deadline	18/09/2022

The Organization

Aflatoun International is a non-profit organization, which offers social, financial & entrepreneurship education to children and young people worldwide, empowering them to make a positive change for a more equitable world. Aflatoun creates high-quality curricula for different age groups, which are contextualized to local needs and circumstances, and are implemented by over 300 partner organizations in 101 countries. Aflatoun programmes inspire children to discover their talents and put them to use, to stand up for their rights and those of their communities through active learning and problem solving. They learn how to save, how to budget, and how to set up social and financial enterprises that benefit themselves, their families and their communities. Aflatoun has been recognized globally (Brookings, Harvard, HundrEd, Million Lives Club) for its high-impact, low-cost model, which has shown to be effective in changing behaviors of participants across the globe.

By using a social franchise model, Aflatoun transfers curricular content, monitoring and evaluation tools, and training capacity to partner organisations, helping them enhance their existing expertise and create an efficient learning ecosystem. Aflatoun's programmes follow an active-learning, participant-centered methodology, which combines social and financial education (SFE) through engaging participants, educators, government institutions and civil society organisations.

Purpose of the consultancy

Design and develop **animated videos for teachers** on various Aflatoun **core themes** for our Digital Library project, concerning topics such as **active learning methodologies, teacher well-being and pedagogical principles**. Aflatoun will supply the scripts for the videos, script writing is not required. However, expertise in education video development and development of diverse and inclusive video content is preferred. The final number of videos is yet undetermined - the Aflatoun Digital Library Project is aimed to be part of a long-term collaboration with the consultant, as we are looking to establish a new signature style for the future series of Aflatoun videos.

Deliverables

- Development of **5 animated English-language videos** (initially, more videos in the same style will be required in due course), cca 2-4 mins in length, based on scripts produced and supplied by Aflatoun, including voiceover production
- Possibility to develop **multi-lingual versions of the videos** at a later stage and the ability to source high-quality voiceover actors (target languages: French, Spanish, Arabic, Russian)

We are looking to **receive pricing proposals and samples of different suitable video styles**.

Delivery dates

- TBD based on proposal received – expected delivery timeline for 5 initial videos in English: *October-November 2022*

Required Skills & Qualifications

- Experience in (digital) learning resource development
- Creative visual skills
- Expertise in video production (ideally using selected Adobe Suites, but other software possible)
- Expertise in video animation
- Expertise in educational video design (preferred)
- Expertise in sourcing high-quality voiceover services in different languages
- Project management

Hiring details

The position is for a Consultancy.

Due to the nature of Aflatoun's work with children around the world, specific attention is drawn towards Aflatoun's Child Protection Policy and its Policy on the Protection of Sexual Exploitation and Abuse (PSEA). These two policies are required to be signed by consultants and forms part of the consultancy contract. The applicant commits to zero tolerance towards sexual exploitation and abuse. An additional written test may be required.

Reaction

Please send your replies to katerina@afatoun.org no later than **18 September 2022**.

For any specific queries regarding this call, please contact the Digital learning Specialist Katerina Zejdlova at katerina@afatoun.org