

TERMS OF REFERENCE FOR A CONSULTANCY FOR THE PRODUCTION OF ANIMATED VIDEO.

GENERAL INFORMATION

Services/Work Description:	Production of animated video to create awareness of the project trainings.
Program title:	Farmer Communication Program
Post Title:	Production of animated video.
Duty Station:	Nairobi, Kenya.
Expected Start Date:	Immediately once contract is concluded.

BACKGROUND / PROJECT DESCRIPTION

Biovision Africa Trust, a not-for-profit organization established in Kenya in 2009 is situated on the main campus of the International Centre of Insect Physiology and Ecology (icipe) in Kasarani, Nairobi. The Trust’s goal is to alleviate poverty and improve the livelihoods of smallholder farmers in Kenya and other African countries, through dissemination of information and knowledge on appropriate technology, to improve human, animal, plant, and environmental health.

The BvAT-FiBL digitization project is one of the projects under Biovision Africa Trust’s Farmer Communication Program. It is a joint project between Biovision Africa Trust (BvAT) and FiBL. The project is aimed at making available knowledge and information on organic farming from the Infonet-Biovision platform and FiBL’s Organic Africa platform to small holder farmers by putting it in digital formats (SMS and App) for easier dissemination.

Through digitization of content and disseminating it in form of SMS and App, the project aims to reach more farmers and instigate non-organic farmers’ passion to start farming organically. With this, we aim to build capacity of partners and therefore to improve farmers’ livelihoods by enabling them to produce and sell higher quantities of organic products on the local markets.

SERVICE RATIONALE

Biovision Africa Trust (BvAT) is inviting qualified animated video producer to produce a video for promoting and creating awareness on our digital trainings and content under the digitization project. This is meant to increase our reach, diversify ways through which we disseminate information to farmers and thus reach a new category of farmers otherwise left out by the current dissemination channels.

Through this intervention, we hope to;

- Reach at least 15,000-30,000 farmers with the existing and new digitalized content.
- Promote continuous access and use of the knowledge beyond the project.

EXPECTATIONS

Under the overall supervision of the FCP Project Coordinator, the service provider shall report to the assignment's designated focal person to deliver on the requested assignment thereof.

The service provider is expected to;

- Jointly develop a script with the project team.
- Develop the marketing video based on the script.

DELIVERABLES:

- A well produced animated video in all relevant formats like MP4 for sharing as per the developed script.

DURATION OF THE SERVICE

The production of the animated video should be done in 2 weeks.

QUALIFICATIONS

The interested candidates need to demonstrate;

- **Education:** Bachelor's degree in Animation and Visual Arts, or a closely related field, is highly desirable.
- **Technical Skills:** Proficiency in animation software like Adobe creative.
- **Portfolio:** A strong portfolio showcasing a range of animation work is crucial for assessing creativity and skill.
- **Experience:** Atleast 2years experience in animation projects, especially in the desired style of video (2D, 3D, motion graphics, etc.).
- **Artistic Ability:** A good sense of design, colour theory, and storytelling through visual means.
- **Communication Skills:** Ability to understand project requirements and collaborate effectively with clients or team members.
- **Time Management:** The capability to adhere to deadlines and manage the production timeline efficiently.

APPLICATION PROCESS

- Interested candidates should submit a technical and financial proposal detailing the services they can offer, including any unique features they can provide and a budget.
- Also include a sample, prior experience conducting similar work, Resume / CV/Website, and at least three references of previous or current clients.
- KRA Certificate of compliance.

Proposal to be submitted to: info@biovisionafricatrust.org with a subject line "**Consultancy for Animated Videos** not later than 30th April 2024. Only shortlisted candidates will be contacted.