Roots of Impact

Terms of Reference

Video animation for online course on social innovation

Project context

Project Title	Growing a Transnational Smart Community of Social Innovators for the Inclusive Development of Central Europe
Project acronym	Social(i)Makers (CE 1040)
Working Package	WPT2: Implementation of the Transnational Social(i)Makers Launchpad: Phase 1
Purpose of the assignment	Development of 3-4 animation videos for the online course on social innovation

Roots of Impact is Project Partner in the Interreg CE project "Growing a Transnational Smart Community of Social Innovators for the Inclusive Development of Central Europe" (project acronym: Social(i)Makers). The overall goal of the project is to contribute to the long-term development of a transnational community of social innovators able to answer the social challenges of Central Europe (CE).
Specifically, the project has three objectives:

1. Developing tools helping the social innovation (SI) actors to collaboratively learn and apply the most innovative SI operational instruments to design & launch effective and sustainable SI initiatives
2. Implementing the educational programme training for SI actors in using the operational instruments necessary to collaboratively organize effective and sustainable SI initiatives
3. Promoting the long-term development of SI capabilities in Central Europe (CE) through the definition of a transnational territory-based capacity-building strategy

These Terms of Reference refer to the following Deliverables of the project:

- D.T2.2.2: Module 1 implementation: Impact Investing transnational MOOC: implementation of the MOOC, shooting and editing of the video, development of the related material and ICT tools to provide the teaching module
- D.T2.3.4: Module 6 implementation: Social Impact Assessment transnational MOOC: implementation of the MOOC, shooting and editing of the video, development of the related material and ICT tools to provide the teaching module

Scope of assignment
Roots of Impact is looking for an external provider to develop cartoon style and motion graphics video elements for 3-4 videos for the online course of the project of Social(i)Makers.
The videos will be a lecture video coupled with cartoon style animation and motion graphic video elements. The length of each video is of 6-8min.
Here's an example: https://youtu.be/GZzRuSGUt8c

In order to develop the videos the contractor will be provided with:

- Cartoon sketches (digital) as well as the overall visual identity
- Script of the videos

Required competencies

- Experience in developing video animations
- Style: Cartoon style + motion graphics video elements

The offer should include:

- Quotation with breakdown of expenses
- Total price for the assignment + VAT
- Example of previous work relevant to this assignment

The selection of the provider will be done on a competitive basis and will look at the following criteria:

Criteria	Weight
Price	40%
Experience in video animation production (based on examples provided)	40%
Vicinity to Frankfurt am Main	20%

All interested providers are requested to submit a quotation for the above mentioned services by March the 15th 2018 to Ms. Patrizia Baffioni (pbaffioni@roots-of-impact.com) **with the subject title: Social(i)Makers - quotation for videos**