

Terms of Reference

Hiring a communications agency for the production of an animated video on the benefits of engaging fathers and men in childcare

August 2023

Eurochild, in partnership with the International Step by Step Association (ISSA), seeks to contract a Communications Agency or an individual that would lead the concept development and production of a video showcasing why it is important to involve fathers in the early years.

Deadline for proposals: 15 September 2023

Send your proposal to [Davide Rambaldi](#), Eurochild Communications Coordinator

Context

This video will portray men's engagement and involved fatherhood in early childhood development as an integral fundamental part of a healthy environment for children (and not only). Engagement in caregiving and building parenting alliances are not only good for men themselves, but for women as well. Men's engagement has a greater impact on families' overall well-being and on challenging gendered behaviour, roles and attitudes in future generations. The video will be developed as a joint effort of Eurochild and ISSA; however, it will not represent any specific initiative.

Purpose

An advocacy tool to be used by members of Eurochild and ISSA and their partners to:

- increase the visibility of the benefits of men and fathers' engagement in child's care and development, alongside mothers;
- increase awareness among stakeholders and audiences about the role of fathers in building a safe and nurturing environment for very young children to grow and thrive;
- give a strong rationale for promoting the issue in policies, programmes/services.



Profile of the Applicant

The selected individual or agency should have relevant experience in video production, especially with illustrated animations and explainer videos that can be used on social media.

Expected deliverables

- Develop a **storyboard** and **script** that convey the key messages chosen by Eurochild and ISSA through a short family story that keeps the children's point of view central while showing scenes of positive parenting.
- Create a **2-minute animated** horizontal video with illustrations and text in consultation with Eurochild and ISSA's secretariat, which will be used by various organisations on social media.

Timeline

The video should be ready for dissemination **no later than December 2023**.

How to respond to this consultancy offer:

Interested individuals and agencies are expected to submit a detailed proposal including:

- An outline of approach, vision and suggestions for the video
- The daily rate and expected number of days with a proposed timeline
- Examples of previous work and/or similar videos that could inspire this project
- Contact details of at least one professional reference

Consideration of proposals

The proposals will be judged under a set of criteria. Shortlisted proposals will be followed up with an interview to discuss the approach and working style of the consultant(s). Amongst others, the criteria includes:

- Quality of the portfolio
- Demonstrable experience
- Competitiveness of the proposed budget

Deadline for proposals: 15 September 2023

For any questions or to submit your proposal, please email:

[Davide Rambaldi](#), Eurochild Communications Coordinator

