

# TERMS OF REFERENCE (TOR)



## Call for video producer

### Introduction

DSW EU seeks a video production agency to produce (from existing video material, in combination with animation / voiceover / subtitling) a short video of maximum 2:20 in length, aimed at showcasing our advocacy work in Brussels portraying DSW's expertise on different matters of global health and EU policy making.

### About DSW

Deutsche Stiftung Weltbevölkerung (DSW) is a global development organisation that focuses on the needs and potential of the largest youth generation in history. We are committed to creating demand for and access to health information, services and supplies, and to securing their right to a brighter future. We achieve this by engaging in advocacy, capacity development, and family planning initiatives, which make sure the youth of today are empowered to lead healthy and self-determined lives. DSW also advocates for investment in R&I to fight poverty-related and neglected tropical diseases – diseases that continue to disproportionately affect women and girls.

### Objectives

The agency is expected to conceptualise and produce the video with inputs and video material and main messages received from DSW's Communications Officer. The agency is also expected to contribute with and their own ideas and expertise, suggesting creative ideas and solutions. The video produced must comply with DSW's guidelines regarding branding and publications.

### Scope of the work

- Kick off meeting to discuss ideas, objectives, timeline
- Deliver a video concept and a detailed storyboard to be agreed by DSW
- Deliver a first draft of the video
- A few rounds of feedback are expected after the first draft video before agreeing on a final version
- Provide the final product

### Timeline & logistics

The assignment will be carried out during the months of May/first half of June.

Meetings will take place online or in person; regular communication will take place via email or online calls.

### Expert profile

- Experience with video production, animation
- Understanding of EU/ Brussels communications landscape
- Excellent English writing and communications skills
- Able to provide quality video production services

### Application process

Interested parties are invited to share a quote, CV and a few samples of their work via [brussels@dsw.org](mailto:brussels@dsw.org) by **May 13 COB**. Applications will be assessed on a rolling basis so applicants are encouraged to submit their proposals before the deadline.

For any questions on the assignment, you can contact [giuseppe.martone@dsw.org](mailto:giuseppe.martone@dsw.org)