

Terms of Reference

General Information

Project	:	Digital Integration for Generating Innovative Work Opportunities (DIGIWORK)
Activity Title	:	Animated Video Production
ToR Number (Please refer to it when applying)	:	TOR/DigiWork/02
Location	:	Palestine
Date of Announcement	:	July 7, 2025

Leaders International

Leaders International is a forward-thinking economic development organisation that brings together governments, community groups and private sector partners to work on various projects across the Middle East and Africa.

With offices in Belgium, Jordan, Palestine and Tunisia, we create partnerships that bridge the gap between east and west in order to create new opportunities and resources, and accelerate the growth of underdeveloped and developing economies. Our focus areas include MSME Development, Entrepreneurship & Innovation, Digital Transformation, Livelihoods & Employability, Green Growth, and Alternative & Sustainable Tourism.

Project Background

The project, funded by GIZ, aims to assess trends and opportunities within the digital economy, identify skills needs, and analyze freelancing platforms in the MENA region, with a focus on Palestinian freelancers. This includes mapping sectors, identifying skill gaps, evaluating market demand, and determining barriers to market penetration, especially in payment gateways. The expert will conduct an analysis of the freelancing landscape, evaluate key economic trends, and provide insights to support the development of a strategy to enhance freelancing opportunities for Palestinians.

Objective

Leaders International is looking for a professional video production agency or individual to produce **one high-quality animated video** that promotes the DigiWork project in Palestine. The video will serve as a



compelling call for applications targeting Palestinian youth, encouraging them to participate in a free training program focused on digital freelance work skills. The selected service provider should use their artistic and technical skills to create an engaging, creative, and visually appealing animation that effectively communicates the project's value and call to action.

Scope of Work

The selected service provider will be responsible for:

1. Developing a creative concept and visual style aligned with the DigiWork project objectives.
2. Creating a storyboard with strong narrative and visual flow, subject to approval.
3. Producing one high-quality animated video of up to **60 seconds** in duration.
4. Integrating key messaging that promotes the DigiWork project and encourages lead generation.
5. Targeting the content to resonate with Palestinian youth.
6. Including a strong call to action that invites viewers to apply for the training opportunity.
7. Ensuring culturally appropriate design and inclusive representation.
8. Coordinating all production aspects including scriptwriting, animation, voiceover (Arabic with subtitles), music, and editing.

Duration of Work

The assignment should be completed within **10 calendar days** after signing the contract.

Deliverables:

1. One professionally produced animated video (up to 60 seconds).
2. Storyboard and script for review and approval before production.
3. Voiceover and background music.

The video must be approved by the technical team, and the selected service provider must apply any required adjustments before final acceptance.

Qualifications Required

The selected expert shall have the following qualifications:

- 5+ Proven experience in creating high-quality animated videos, with a strong portfolio demonstrating creativity and technical proficiency.
- Experience in developing storyboards and creative concepts tailored to youth-oriented campaigns.
- Ability to deliver culturally relevant and engaging content targeting Palestinian youth aged 18–35.



- Proficiency in animation software and tools (e.g., Adobe After Effects, Illustrator, or equivalent).
- Strong storytelling skills and the ability to simplify complex messages into compelling visual content.

Taxes and Other Terms

- The offer should exclude VAT;
- For individual consultants, Applicable tax laws apply;
- Please mention the ToR number: **TOR/DigiWork/02** in the email subject;
- Please address the offer to: **Leaders Organization/ DigiWork**;
- Company's registration certificate must be provided with the offer;
- Leaders International is not responsible for covering the transportation cost;
- Please submit your technical and financial offer (Deliverable Based), in addition to your company profile or CV (Individual Consultants) and a sample of previous similar work to: palestineprocurement@leadersinternational.org, no later than **July 21, 2025** in **EUR Currency**.