



Animation: Gender ABC

An educational animation answering 'What are Gender Stereotypes?'

Terms of reference

Who we are

The [End FGM European Network](#) (End FGM EU), is an umbrella network of 22 national organisations working in 12 European countries who are expert on female genital mutilation (FGM). End FGM EU operates as a meeting ground for communities, civil society organisations, decision-makers and other relevant actors at European level to interact, cooperate and join forces to end all forms of FGM in Europe and beyond. We put at the heart of our work grassroots voices to influence European governments and policy-makers to work towards the elimination of FGM. We build our members' capacity, offer spaces to share expertise and develop partnerships.

While being dedicated to being the driving force of the European movement to end FGM, we are equally committed to build bridges and cooperation with all relevant actors in the field of FGM both in Europe and globally. In this sense, we actively promote and foster cooperation between the European movement and movements in other regions of the world.

In 2018, End FGM EU was awarded a grant from the EC to implement a project called Gender ABC. This project is in partnership with our members in Italy ([AIDOS](#)), Portugal ([APF](#)), Spain ([Medicos del Mundo](#)) and Germany ([TERRE DES FEMMES](#)).

Gender ABC - Project background

In Europe, a third of women experience gender-based violence since the age of 15.

Gender ABC is a two-year education based programme which explores and challenges the negative social norms that drive Gender Based Violence, with students between the ages of 6-18.

By designing and delivering education modules, the project aims at building trust among classmates, promoting healthy relationships within and outside the class and fostering young people's understanding of the gender stereotypes and social norms reinforcing gender-based violence. Beyond schools, the project will also connect with families, communities and local support services to develop a supportive and safe environment for young people to learn

The Animation

This animation will be used both as an educational resource for students and as an information tool for the wider public (online, social media, etc). It will focus on the topic 'What are gender stereotypes'? -

using visual animation only, with no spoken or written words - so that it can stimulate debates and be easily adapted to various contexts.

Key Messages

Key messages within the animation should focus on roots and causes related to gender stereotypes and their deconstruction shaping these around child rights.

Key areas to factor

- Types of gender inequalities
- Gender and society (how stereotypes are born and how to reverse them)
- Forms of gender-based violence
- Bodily autonomy
- Language as a tool
- Human Rights

The objective

The overall objective of this animation will be to address the question: "What are Gender Stereotypes?"

This breakdown of gender stereotypes is hoped to prompt follow up questions within the classroom environment that lead to bigger discussions on how these stereotypes can lead to gender based violence. Using child friendly visuals – educators will introduce this topic to younger audiences - encouraging engagement with the student community on the issue, which aims to achieve understanding on how gender stereotypes are harmful. The animation will specifically:

- Breakdown what are gender stereotypes through the use of strong, child-friendly visuals
- Address the issues behind these topics and how they are harmful to others

Target audience

The animation's primary target audience will be: children ages from 9-12 and 13-16 (primary and secondary school)

However, the animation will also prove useful as a reference tool to share with connected bodies such as...

- Teachers and families
- Educators
- Online audiences – social media, website, etc

...for the purpose of better understanding of the programme and what the students will be learning.

Scope of work and Deliverables

End FGM EU are looking for a consultant to produce a high quality compelling 2-3-minute animation video that brings to life the project's objectives. The consultant will:

1. Develop a concept and script based on the project's background taking into consideration:
 - Gender stereotypes
 - The educational element and nature of the animation

- The use of just animations, no voice-overs
2. Production
 - Production of the master animation to be delivered in mp4 / mov format 1080p resolution
 - Provide royalty free audio/music track
 - Include the titles, relevant credits and logos and agreed layout style;
 - Finalize the animation as according to the feedback
 3. Post production
 - Rights of ownership of all animation content is to be delivered to End FGM EU

Timeframe and budget

This project is to be launched early February 2019 and expected to finish at the end of February.

Budget: 4000 euros (including tax).

Required Skills and Experience

The animator/organisation will have a proven track record of animation, video editing and design. Ability to develop concept to production transforming it to best practice communicative visuals. The ideal candidate:

- Must be a creative thinker with experience matching visuals to text
- Can adapt changes easily
- Has experience in working with NGOs, development organizations
- Has the ability to produce high quality content on tight deadlines
- Has excellent planning and organizational skills
- Has some knowledge about gender equality

Past experience in educational/informative animations is a plus

How to Apply

Please email your expression of interest to: omasson@endfgm.eu with a link to your website or portfolio including quotes and price break down for the project by February 10, 2019.



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