



TERMS OF REFERENCE

Theory of Change Animation Project

Background

Voice¹ is fund for diversity and inclusion an innovative grant facility to support rightsholders and groups facing marginalisation or discrimination in their efforts to exert influence in accessing productive resources, social services and political participation. Voice operates in a context where civic space and power is shifting at a fast pace, and often closing rather than opening. Where the narrative is negative and underlining marginalisation and vulnerability, rather than the dreams and successful steps made towards a better, more inclusive world.

Voice works with the following rightsholder groups:

- 1) People with disabilities;
- 2) Lesbian, gay, bisexual, transgender and intersex (LGBTI) people;
- 3) Women facing exploitation, abuse and/or violence;
- 4) Age-discriminated vulnerable groups, notably the young and elderly;
- 5) Indigenous groups and ethnic minorities.

2020 is an important year for Voice. It is a year in which we transition from the final full year of the first phase into the preparation of the extension phase (2021-2024). It is a year in which the majority of our three-year global influencing grants are coming to an end. It is a year where our amplification efforts take full shape. And finally, it is 5+ years since the adoption of the Sustainable Development Goals including the Leave No One Behind agenda – a great moment for reflection.

The overall design of the Voice programme is grounded on an overarching [Theory of Change](#): A comprehensive description of how and why a desired change is expected to happen in a particular context. Voice envisions to contribute to ensuring that the ‘most marginalised and discriminated citizens’ are empowered to express their views and demand their rights for responsive and inclusive decision making, policy making and policy implementation with transparent and accountable development processes.

¹ An initiative from the Netherlands Ministry of Foreign Affairs, Voice is a partnership between Oxfam Novib and Hivos. For more information please visit www.voice.global



Overall purpose of this assignment

Visualisation and animation are an essential part of disseminating and reviewing our ToC. Using infographics and animated visuals help quickly communicate and better understand the nuances of complex issues related to the change that the Voice programme seeks to bring about. Visualisation of our Theory of Change and its by-products (Linking and Learning process, Monitoring and Evaluation framework) will help our programme stakeholders and beyond understand the current situation and where we wish to go- our vision. To be able to ‘see’ and comprehend the challenges we face, to understand the ‘bigger picture’, it often helps to actually draw it.

Under the direct supervision of the Communications Assistant and the Roving Regional Grants Officer – Asia, the consultant will be responsible for the development of a short animated video that explains and walks through the Voice Theory of Change. The following are examples of what we’d like to see:

- New US Tax Law, Explained With Cereal (Vox) <https://youtu.be/48SbgzxKW-E>
- Economics is for Everyone! (RSA Animate) <https://youtu.be/NdbbcO35arw>
- Novel Coronavirus (WHO) <https://youtu.be/mOV1aBVYKGA>

The Linking and Learning Coordinator and the Monitoring & Evaluation Officer will provide content guidance throughout the process.

Specific deliverables

- To design a simple, yet comprehensive and creative animation (3-5 mins.) of the Voice Theory of Change that can preferably be used on- and offline.
- To craft multi-purpose icons/design elements that will be used to illustrate key definitions in core programme documents

How to Apply?

Email your expressions of interest to Wendy Otieno, Communications Assistant (wendy.otieno@voice.global) and Zack Lee, Roving Regional Grants Officer – Asia (zack.lee@voice.global). Please include links to your portfolio/previous works and your proposed daily rate/commission fees.

Animators from the Voice rightsholder groups are highly encouraged to apply.