

**ANNEXURE B – TERMS OF REFERENCE: APPOINTMENT OF A SERVICE PROVIDER FOR
THE PRODUCTION OF ANIMATED DIGITAL STORIES FOR SOCIAL AND BEHAVIOUR
CHANGE CAMPAIGNS**

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1. ORGANISATIONAL OVERVIEW

Soul City Institute (SCI) is an intersectional feminist organisation working to ensure that girls, young women, and gender minorities enjoy substantive equality, with access to resources and opportunities that enable them to live fulfilling lives.

SCI is guided by the South African Constitution, with a focus on rights including access to healthcare services, reproductive healthcare, dignity, equality, and freedom. The organisation works to advance human rights through an intersectional approach, ensuring that no one is left behind in efforts to eradicate poverty and inequality.

2. BACKGROUND

SCI, in partnership with the National Department of Health (NDoH), seeks to appoint a suitably qualified and experienced service provider to conceptualise, script, design, produce, and deliver twelve (12) animated digital stories aligned to selected NDoH Health Calendar themes.

The Health Calendar provides nationally recognised awareness days and campaign priorities that guide public health communication throughout the year. These include, amongst others, campaigns focusing on HIV prevention, sexual and reproductive health, tuberculosis, mental health, gender-based violence, disability inclusion, maternal and child health, and other priority public health interventions.

To strengthen public engagement and behaviour change communication, SCI intends to utilise animated digital storytelling as an accessible, engaging, and stigma-free communication medium capable of translating complex public health information into relatable, audience-centred narratives. Animation also provides flexibility for multilingual adaptation and distribution across multiple digital and social media platforms while protecting the dignity and privacy of intended beneficiaries.

The appointed service provider will be responsible for delivering the complete animation production process, from concept development through to final production and handover, in accordance with SCI branding requirements, NDoH communication standards, and the agreed campaign rollout schedule.

3. OBJECTIVES

The objectives of this assignment are to:

- Produce twelve (12) high-quality animated digital stories of approximately 45–60 seconds each, aligned to selected NDoH Health Calendar themes.
- Translate technical public health information into engaging, accessible and relatable visual narratives through motion graphics and animation.
- Increase awareness of priority health issues and available public health services.
- Promote positive social and behaviour change amongst adolescents, young people and communities.
- Strengthen digital engagement through content optimised for multiple online platforms.
- Ensure all communication products are inclusive, culturally appropriate, ethical and free from stigma or discrimination.

- Deliver professionally produced animation outputs suitable for use across SCI's communication, advocacy, education and public awareness initiatives.

4. SCOPE OF WORK

The appointed service provider shall provide comprehensive end-to-end animation production services for twelve (12) animated digital stories. The scope of work includes all creative, technical and project management activities necessary to deliver final approved outputs in accordance with SCI requirements.

4.1. Pre-Production

- Develop detailed storyboards and/or animatics for each animation.
- Design the overall visual style, colour palette, typography, iconography and branding approach.
- Develop character concepts, environments and supporting visual assets where required.
- Source and direct suitable professional voice-over artists.
- Prepare a detailed production schedule aligned to SCI's campaign rollout plan .
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4.2. Animation Production

- Produce high-quality 2D animation and motion graphics.
- Develop graphic illustrations, icons, kinetic typography and supporting visual elements.
- Integrate SCI and NDoH branding elements.
- Produce smooth scene composition, animation sequencing and rendering.
- Synchronise animation with approved scripts and voice-over recordings.
- Produce English subtitled versions of each animation.
- Optimise animations for digital viewing across multiple platforms.

4.3. Voice-over and Audio Production

- Provide professional voice direction.
- Source and manage suitably qualified voice-over artists.
- Record, edit and master voice-over audio.
- Produce clear, broadcast-quality audio.
- Integrate music, sound effects and narration.
- Ensure all music and sound effects are appropriately licensed.
- Provide multilingual voice-over capability where requested by SCI.

4.4. Post-Production

- Undertake final editing and quality control.
- Perform colour correction and audio mastering.
- Produce platform-ready outputs in:
 - Vertical (9:16) format for TikTok, Instagram Reels and YouTube Shorts.
 - Horizontal (16:9) format for Facebook, YouTube, WhatsApp and other digital platforms.
- Produce English subtitled versions of each animation.
- Implement all agreed review comments prior to final approval.

4.5. Project Management

- Provide dedicated project management throughout the assignment.
- Coordinate all production activities.
- Maintain version control of all production files.
- Facilitate regular progress meetings with SCI.
- Incorporate stakeholder feedback within agreed revision limits.
- Submit progress reports against the approved production schedule.
- Deliver all agreed outputs within the approved project timelines.

4.6. Distribution

The scope of this appointment is limited to the production and delivery of animated digital stories.

Upon final approval, all completed content shall be handed over to SCI. SCI will remain responsible for publishing, scheduling, distributing and promoting the content across its owned communication platforms, unless otherwise agreed in writing.

5. DELIVERABLES

The appointed service provider shall deliver the following outputs in accordance with the approved production schedule and the NDoH Health Calendar. All deliverables shall be subject to SCI's review and written approval prior to acceptance.

5.1. Campaign Themes

The animated digital stories shall be aligned to the following NDoH Health Calendar themes.

Timeframe	Theme / Awareness Campaign	Animated Story Focus
June 2026	Know Your HIV Prevention Options	Understanding PrEP, PEP, ARVs and Lenacapavir (Len)
July – August 2026	Mental Illness Awareness Month	Reducing stigma and promoting help-seeking behaviour
July – August 2026	World Breastfeeding Week	Adherence to ARVs and Ending Mother-to-Child HIV Transmission
July – August 2026	Cervical Cancer Awareness Month	Prevention, screening and HPV vaccination
September 2026	World Contraception Day	Youth access to contraception and family planning, AYFS Clinics, B-Wise Clinic Finder and dual protection against HIV and unintended pregnancy
October – December 2026	World Mental Health Day	Coping strategies, resilience and peer support
October – December 2026	Disability Rights Awareness Month	Inclusive health services for persons with disabilities
October – December 2026	International Day for the Elimination of Violence Against Women	GBV prevention, available support services and bystander action

Timeframe	Theme / Awareness Campaign	Animated Story Focus
December 2026	World AIDS Day	HIV prevention, treatment adherence and U=U messaging
December 2026	International Human Rights Day	Health as a human right and equitable access to healthcare
January – March 2027	Pregnancy Awareness	Prevention, testing and treatment to safeguard mothers and babies from HIV and STIs
January – March 2027	STI / Condom Week	Dual protection, condom use and regular STI testing

The campaign themes and associated timeframes reflected above are based on the NDoH Health Calendar and are provided for contextual and planning purposes. They do not constitute the anticipated production or delivery dates under this procurement process. The successful bidder will be required to produce all twelve (12) animated digital stories including campaigns whose associated awareness periods may have commenced prior to contract award, in accordance with the production schedule agreed with SCI following appointment. SCI reserves the right to amend the sequencing or scheduling of campaign themes to align with programme priorities or updates to the NDoH Health Calendar.

5.2. Required Deliverables

Deliverable	Quantity / Format
Approved Concepts	12 approved concepts aligned to campaign themes
Scripts	12 final approved scripts
Storyboards / Animatics	12 approved storyboard or animatic sets
Animated Digital Stories	12 x 45–60 second animations
Horizontal Version	12 x MP4 (16:9)
Vertical Version	12 x MP4 (9:16)
English Subtitle Version	Burnt-in English subtitles for every animation
Voice-over Recordings	Final mastered voice-over files
Audio Masters	Final mixed and mastered audio files
Style Guide	Colour palette, typography, iconography and branding guide
Editable Source Files	Editable project files and supporting production assets

Final Production Report	Final project report detailing production process, lessons learnt and recommendations
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SCI may request reasonable amendments during the review process provided such requests remain within the agreed project scope.

6. **TECHNICAL SPECIFICATIONS & STANDARDS**

All production outputs shall comply with the following minimum technical specifications and quality standards.

Video

- Minimum resolution: Full HD (1920 × 1080); 4K preferred where appropriate.
- Frame rate: 24fps or 25fps.
- File format: MP4 (H.264) minimum.
- Platform-ready exports:
 - Horizontal (16:9)
 - Vertical (9:16)

Audio

- WAV or AIFF master files.
- Minimum 48kHz / 24-bit quality.
- Separate audio stems for:
 - Voice-over
 - Music
 - Sound effects

Accessibility

- Burnt-in English subtitles for all final animations.
- Legible typography suitable for mobile viewing.
- Appropriate pacing for social media consumption.

Branding

All animations shall:

- Comply with SCI Corporate Identity (CI) Guidelines.
- Incorporate approved NDoH branding where applicable.
- Maintain visual consistency across all twelve (12) animations.

Source Files

The successful service provider shall provide SCI with all editable production files, including but not limited to:

- Adobe After Effects project files
- Adobe Illustrator files
- Adobe Premiere Pro project files (where applicable)

- Linked assets
- Fonts (where licensing permits)
- Custom illustrations
- Graphics
- Icons
- Audio assets
- Final exported media

Where proprietary software has been used, editable files shall be provided in their native format together with all linked assets required to enable future editing by SCI or its appointed service provider.

Licensing

The appointed service provider shall ensure that:

- All music, sound effects, fonts, stock imagery and other third-party assets are appropriately licensed.
- SCI receives unrestricted rights to use, reproduce, edit, distribute and archive all final deliverables across all communication platforms.
- No deliverable infringes any third-party intellectual property rights.

7. REVIEW & APPROVAL PROCESS

The project shall be managed through a structured review and approval process to ensure all deliverables meet SCI's technical, communication and quality requirements.

Stage	SCI Approval / Review
Concept Development	Approval of campaign concept and creative direction
Script Review	Up to two (2) revision cycles
Storyboard / Animatic Review	One (1) revision cycle
Draft Animation Review	Up to two (2) revision cycles
Final Animation Review	One (1) minor revision before acceptance

The service provider shall not proceed to the next production stage without written approval from SCI. SCI will consolidate comments from all internal stakeholders and provide a single coordinated response during each review stage.

Revisions arising from changes to an already approved concept or scope may be treated as change requests and managed separately.

8. CONTRACT PERIOD & TIMELINE

The assignment shall commence upon appointment and continue until completion and acceptance of all deliverables.

The production schedule shall be aligned to the NDoH Health Calendar and delivered according to the following indicative milestones.

Milestone	Indicative Timeline
Contract commencement	Upon conclusion of the procurement process and signature of the Agreement
Inception meeting and project planning	Within five (5) working days of contract commencement
Submission of detailed production schedule	Within ten (10) working days of the inception meeting
Delivery of the first approved animated digital story	In accordance with the agreed production schedule
Delivery of the remaining animated digital stories	On a staggered basis in accordance with the agreed production schedule and NDoH campaign priorities
Submission of final production report and project close-out	Upon completion and acceptance of all deliverables

The successful bidder shall, during the inception phase, prepare a detailed production and delivery schedule for SCI approval. The schedule shall align with programme priorities and the NDoH Health Calendar, taking into account campaign sequencing, review cycles and approval timelines.

9. INTELLECTUAL PROPERTY

All concepts, scripts, illustrations, animations, artwork, graphics, voice-over recordings, music (where commissioned), source files, production assets and any other materials created under this assignment shall vest exclusively in SCI upon final payment.

The appointed service provider shall:

- Assign all intellectual property rights in the deliverables to SCI.
- Deliver all editable source files and production assets upon completion.
- Not reproduce, distribute, sell, reuse or commercialise any deliverable without SCI's prior written approval.
- Ensure all third-party assets incorporated into the deliverables are appropriately licensed for unrestricted use by SCI.
- Indemnify SCI against any claims relating to copyright or intellectual property infringement arising from the supplier's work.

SCI reserves the right to modify, translate, adapt, repurpose, reproduce and distribute the final deliverables, in whole or in part, across any media platform, territory or future communication initiative without further consent or payment to the service provider.