



## REQUEST FOR PROPOSALS Consultancy

### **Production of Animated Advocacy Training Videos To engage the private sector in the protection of children from sexual exploitation (Timeframe – by End of June 2026)**

#### **Organisational Context**

ECPAT International is a global network of organisations working together for the elimination of the sexual exploitation of children (SEC) in all its manifestations i.e., exploitation of children in prostitution, tech-facilitated child sexual exploitation, sale and trafficking of children for sexual purposes, sexual exploitation of children in travel and tourism and some forms of child, early and forced marriage. The ECPAT Network currently consists of 141 member organisations working at national and local levels in 113 countries. The ECPAT International Secretariat coordinates the global work of the organisation and is based in Bangkok, Thailand. The Secretariat designs and implements global and regional level programmes, and undertakes programming, advocacy and research and facilitates a range of network initiatives.

ECPAT is currently implementing the project ENSEMBLE, which aims to strengthen civil society, build shared knowledge, and support collective action to protect children across West Africa, with partner organisations in Burkina Faso, Guinea, Niger and Mauritania. A core component of ENSEMBLE is the development of practical advocacy tools to support CSO in engaging key private sector actors on the protection of children from sexual exploitation.

#### **Background and Rationale**

As part of the ENSEMBLE project, ECPAT is developing a regional advocacy toolkit to support civil society organisations in Africa in conducting evidence-based advocacy on sexual exploitation of children (SEC). The toolkit will cover three thematic priorities aligned with ECPAT's strategic plan:

- Sexual exploitation of children in travel and tourism
- Technology-facilitated child sexual exploitation and abuse (TF-CSEA / OCSEA)
- Boys as victims of sexual exploitation — visibility and targeted responses

The toolkit will provide written guidance, stakeholder mapping tools, messaging frameworks, and monitoring templates. However, practical advocacy with private sector actors — hotels, transport operators, booking platforms, technology companies — requires a set of competencies that written materials alone cannot build: the ability to anticipate and respond to objections, adapt one's language and posture to a private sector actor, and sustain a constructive dialogue under pressure.

To address this gap, ECPAT is commissioning two short animated videos that illustrate, through realistic roleplay scenarios, how civil society organisations can effectively engage private sector actors from the travel and tourism industry (1) and from the tech sector (2) on adopting measures to protect children from sexual exploitation. The videos are designed to be used as standalone learning tools and as the centrepiece of a half-day training on the issue.

## Consultancy Objectives

This objective of the consultancy is to conceptualize and produce the two-animated videos

1. To engage the travel and tourism industry actors
2. To engage tech actors and regulators

The videos must achieve the following objectives:

- ▶ Illustrate concretely — through animated roleplay — what an **effective advocacy interaction** with these two types of private sector actors looks like in practice
- ▶ Demonstrate how to anticipate and respond to the most common objections and resistance from each type of actor.
- ▶ Model the appropriate posture, language register, and framing strategies when engaging a private sector actor.
- ▶ Integrate real evidence from ECPAT's ENSEMBLE and DISRUPTING HARM research in Africa so that CSO members are shown how to mobilise data in context.
- ▶ Be immediately usable by ECPAT member organisations and any CSO in the region with minimal facilitation support, across different national contexts in (West) Africa.

## Scope of Work

### Video 1 — Advocacy with the Travel and Tourism Sector

#### Core scenario

An ECPAT member advocacy officer meets with a Director of a hotel or a hotel association to request that businesses incorporate child protection measures in a holistic way in their procedures and practices - from risk analysis, to development of policy, procedures to training, clauses in contract, communication about the issue and tourists engagement. The video shows the preparation, the meeting itself, and a brief follow-up.

A draft scenario will be shared with the successful candidate/ company.

### Video 2 — Advocacy with Technology Sector Actors (TF-CSEA)

#### Core scenario

A CSO policy officer meets with the Head of Public Policy and Regulatory Affairs at a telecommunications operator to request the adoption of an online safety protocol concerning children: privacy by default approach, a user-accessible reporting mechanism, and a staff training commitment. A second sub-scene shows a brief interaction with a social media platform representative at a regional digital rights forum.

A draft scenario will be shared with the successful candidate/ company.

## Transversal Requirements for Both Videos

### Pedagogical structure

Each video must follow the same pedagogical architecture:

- ▶ Brief contextual introduction (why this sector matters for child protection in West Africa and beyond) — max. 90 seconds
- ▶ A preparation scene showing the CSO officer doing their homework before the meeting
- ▶ The main advocacy interaction, with pauses for narrator commentary after each key moment
- ▶ A closing scene with concrete follow-up actions
- ▶ A summary screen listing the 3–4 key principles illustrated

### **Cultural and linguistic grounding**

- ▶ Characters must reflect diversity — in terms of ethnicity, gender, and professional setting — while remaining visually and culturally grounded in the West African region. The visual style should be sufficiently flexible to resonate with audiences more broadly.
- ▶ Primary language: French. English subtitles must be provided for use with ECPAT's anglophone members.
- ▶ Dialogue must be natural and professional — not didactic. Avoid scripted-sounding exchanges.
- ▶ The private sector characters must be portrayed as credible professionals. The goal is to model constructive engagement, not confrontation.

### **Use of evidence**

Each video must incorporate one or two data points from ECPAT's ENSEMBLE research on SEC in West Africa and Disrupting Harm research. These will be provided by ECPAT. Data must be:

- ▶ Integrated naturally into the dialogue (not displayed as standalone statistics)
- ▶ Attributed correctly on screen
- ▶ Used as Ibrahima or Aminata would use them in a real meeting — selectively and strategically

### **Format and accessibility**

- ▶ 2D motion design — stylised characters, clean backgrounds.
- ▶ Duration: 6-8 minutes per video
- ▶ Delivered in MP4 format (1080p minimum), suitable for both online streaming and offline download
- ▶ File size must be optimised for use in low-bandwidth environments (target: under 500MB per video)
- ▶ Subtitles delivered as separate .srt files in French and English
- ▶ All source files delivered to ECPAT upon completion, including: project files (in their original editing format), character and visual assets, and all audio tracks in their original uncompressed format.
- ▶ Audio tracks must additionally be delivered as separate mixed-down files: (i) voice-over and dialogue track; (ii) music and effects track (M&E) without voice. This separation is required to enable future dubbing into other languages. Subtitles must be delivered as .srt files in French and English.

## Deliverables and Timeline

#	Deliverable	Deadline
1	Scripts for both videos (dialogue, narrator text, scene descriptions) — submitted for ECPAT review	20 <sup>th</sup> May
2	Revised scripts incorporating ECPAT feedback + character and visual style board	26 <sup>th</sup> May
3	Animated draft — Video 1 (full animation, without final audio mix)	1 <sup>st</sup> June
4	Animated draft — Video 2 (full animation, without final audio mix)	15 <sup>th</sup> June
5	Final versions of both videos incorporating feedback, with French and English subtitles + all source files	30 <sup>th</sup> June

ECPAT will provide one round of consolidated written feedback at script stage and one round of consolidated feedback on the animated drafts. The contractor is expected to incorporate all feedback within the agreed timeline.

## Budget

The total budget available for this assignment is EUR 6,000 (inclusive of all costs: production, voice-over recording, subtitling, and delivery of source files and taxes as necessary). Proposals must not exceed this ceiling.

## Required Profile

ECPAT is looking for an individual, a small creative studio, or a collaborative team (e.g., video creator/ animator + scriptwriter). The following profile is required:

- ▶ Demonstrated experience in 2D motion design animation or educational videos, with a portfolio including at least two completed videos of comparable length and format
- ▶ Prior experience producing educational, awareness-raising, or advocacy content — experience with development or human rights organisations is a strong asset
- ▶ Fluency in French (working language for scripts and dialogue); English proficiency for subtitling and communication with ECPAT Secretariat
- ▶ Familiarity with West African cultural and visual codes is strongly preferred;
- ▶ Ability to work independently, meet deadlines, and respond to feedback in a professional and timely manner

## Additional Information

- This is a home-based position using own equipment and communication tools of the consultant.
- The consultant should be available for online calls with West Africa and Southeast Asia (Thailand) time zones.

- The Consultant is expected to act at all times in a manner consistent with the values of ECPAT International and in compliance with the organisation's policies and procedures including Child Safeguarding Policy and the Code of Conduct.

### **Application Process**

Interested individuals or studios should submit the following:

- A brief expression of interest (max. 1 page) describing their approach to this assignment
- A portfolio of at least two comparable animated video productions
- A proposed budget breakdown
- Availability confirmation for the production timeline

To [vacancy@ecpat.org](mailto:vacancy@ecpat.org) by **17 May 2026** specifying 'VIDEOS ENSEMBLE'

Due to the high volume of applications, we receive, we are not able to respond to every application. If you have not heard back from us within 3 weeks from the deadline, it means that your application has not been successful.