



Advancing community health worldwide.

**Development of animated video related to
Immunization &
Reaching
Zero-dose children**

Request for Proposal

January 4th, 2021

CORE Group
1901 Pennsylvania Avenue
Washington, DC 20006
202-380-3400

www.coregroup.org

Project Summary

CORE Group—with the support of Gavi, the Vaccine Alliance—is implementing the [Reaching Zero-Dose Children Advocacy Project](#) with the ultimate goal of enhancing routine immunization efforts worldwide. This project focuses on the creation of co-organizational knowledge-sharing presentations and discussions about implementing advocacy campaigns for reaching zero-dose children, to be disseminated through national, regional, and global networks.

Objective of the present activity: Produce Animation for Multi-Country Dissemination

CORE Group seeks to develop one short animated 2-minute video aimed at web and social media distribution, as well as to highlight during conferences or other events. Video will be produced in English in the first instance, with translation in other languages possibly added later; the film should be accompanied by a shorter edit (e.g., less than 15 seconds), designed as a “teaser” for promotional use of the longer video. The purpose of the video is to share strategies for reaching zero-dose children around regional and global communities, and generate awareness of zero-dose children around the global community. Potential themes for the video animation include: Linkages with Primary Health Care, Gender, Health Equity, and Impact of COVID-19 on routine immunization. The animation development will be an iterative process involving review and feedback from different partners involved in the project. The contractor is expected to support a rapid assessment of the animation after its launch.

Deliverables

- Video animation script, with key topics discussed with Client
- Voiceover
- Graphics for promotional use of the animation
- 2-minute video animation in English
- 15-second teaser
- Rapid assessment of the video-animation

RFP Sent: Date; January 4, 2022

Responses Due: January 25, 2022

Send any questions and proposals to: Lisa Hilmi, Executive Director, CORE Group; lhilmi@coregroup.org

Activity coordination

The Contractor will work in close collaboration with the CORE Group team, including the Executive Director, in the creative and technical development of the videos.

Goal for the video animation launch: April 30, 2022

Budget Details

Our budget for this video animation is US \$5,000–\$6,000 Proposals must fall within this range or will not be considered. A payment plan based on deliverables will be included in the final contract.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company (Mission, location, team and expertise, years in business, etc.)
- Detailed overview of how you will meet our objectives
- Detailed outline of your video animation development strategy
- Strategy for adding translation of one language beyond English, as an add-on price
- Approach to rapid assessment of the use and reach of the video animation (i.e. In Depth Interviews, Online Surveys, etc.)
- Proposed timeline from kickoff to launch
- Details about your team
- Recent video animation examples (at least 3)
- References
- Any key differentiators about you
- Budget details
- Terms & conditions

RFP & Project Timeline Details

- RFP Advertised: **January 4, 2022**
- Responses Due: **January 25, 2022**
- Finalists Selected & Contacted for Clarifying Questions: **February 1, 2022**
- Winner Selected & Contacted: **February 7, 2022**
- Development of the script aligned with Gavi 5.0 strategy: **March 15, 2022**
- Development of graphics: **March 15, 2022**
- Test the draft animation with key partners: **April 15, 2022**
- Translate audio of the animation in English: **April 30, 2022** **Additional languages TBD
- Launch the animation with a social media toolkit: **April 30, 2022**
- Evaluate animation: **July 30, 2022**

Thank you for your interest in responding to this RFP with a proposal for this project's animation. We look forward to your response.

Please submit your proposal or any questions to Lisa Hilmi, Executive Director, lhilmi@coregroup.org

CORE Group Overview

CORE Group is a nonprofit organization based in Washington, DC. We started organically 25 years ago, when a group of child survival experts recognized a need for a forum for collaboration and learning. We have since diversified and grown, and we are now a leader in global community health, working to improve and expand community health practices for populations that are underserved, especially women, children, and adolescents. As a neutral, trusted platform for a coalition of more than 270 members, and over 15,000 on our International Community Health Network, we work together with the broader global health community to foster collaboration and learning, strengthen technical capacity, develop innovative tools and resources, and scale effective community-focused health approaches for populations whose needs are not sufficiently met by health care systems.

For more about CORE Group, please see: <https://coregroup.org/>

Our Initiatives

Global Health Practitioner Conferences: Annual conferences that attract approximately 300 global health experts (including implementers, donors, academics, and more) from around the world.

Working and Interest Groups: Teams of individuals from multiple organizations contributing to further development and understanding of a technical or cross-cutting topic, such as nutrition, social and behavior change, and health system strengthening.

International Community Health Network: Community of practice that we engage both in-person and virtually through the aforementioned conferences and working groups, webinars, listservs, trainings, workshops, and more.

Project Implementation: CORE Group is a partner on multiple grant-funded projects related to maternal, child and adolescent health, polio, immunization, and COVID-19 vaccine confidence. We bring expertise in knowledge management, communications, community health, and civil society engagement to these projects.