



## **Request for Proposals (RFP) Video Animation and Graphic Design Consultant**

### **BACKGROUND INFORMATION**

Raagsan is a female-led social enterprise that specializes in Social Accountability, Governance and Citizen Engagement with focus in the Horn of Africa. Since 2023, Raagsan has been providing community engagement services through its Daadihiye Citizen Engagement platform to provide timely early warning messages and climate risk guidance to flood- and drought-prone communities along the Shabelle River. This involved disseminating messages on weather forecasts and early warning translating hydrological data via radio programs, SMS alerts, and community workshops to increase community awareness. The organization has also worked closely with the national government, local authorities and community leaders to ensure communities have access to timely and reliable early warning information products.

### **THE INNOVATION**

The Beledweyne Voices is one of the initiatives supported by the GSMA Innovation Fund for Humanitarian Challenges. The project is implemented by Raagsan in collaboration with Water in Sight, Radio Hiraanweyne, and Hormuud Telecom, and is funded by the GSMA with contributions from the UK Foreign, Commonwealth & Development Office (FCDO). The project adopts Daadihiye, Raagsan's mobile-based citizen engagement platform, to provide timely early warning messages and climate risk guidance to flood and drought prone communities along the Shabelle River.

Through integration of manual river data, satellite imagery, and real-time analytics, the project delivers localized alerts via SMS, WhatsApp, radio, and a community call centre. The project will also train gauge readers, organize community preparedness workshops, and targets 31,620 residents with advance warnings, enhancing the communities' climate resilience and preparedness capacity. By expanding the use of Daadihiye in Beledweyne, this project builds on proven tools and community trust to ensure early warnings are actionable, accessible, and responsive to the needs of vulnerable populations in one of Somalia's most climate-exposed regions.

### **PROJECT DESCRIPTION**

Daadihiye is a community-centred initiative designed to strengthen local early warning systems and ensure that climate risk information is accessible, trusted, and acted upon by the people most affected by the crises. It integrates community-generated knowledge with satellite and

manual hydrological data, and engages communities through radio, SMS, and participatory workshops. The project’s main focus is to scale up Raagsan’s existing Daadihiye Citizen Engagement Platform and deliver water and climate risk guidance and warnings through digitized hydrological observations, enhanced risk modelling and tailored messaging. The goal is to empower Beledweyne communities to take timely and informed decisions when faced by drought and flood emergencies.

## OBJECTIVES

Raagsan is seeking a video animation and graphic design consultant to develop high-quality materials, such as video animations and illustrations, into interactive and visually engaging materials that can be adopted for training practitioners and conducting community sensitisation sessions.

## SCOPE OF WORK

The consultant will be responsible for the tasks outlined below.

- Produce short, animated video clips on sections of the Early Warning Training Package and extracts from the Community Sensitisation Guide for use during the community engagement sessions.
- Graphic designing of the Early Warning Training Package and the Community Sensitisation Guide using infor-graphics and illustrations.
- Develop an animated and explainer video presenting the Daadihiye innovation and its role in early warning and weather data dissemination.
- Design visually engaging learning brief using illustrations and infographics.
- Ensure all designs and graphics are aligned with Daadihiye branding.

## KEY DELIVERABLES

The consultant is expected to deliver the following:

Deliverable	Timeline
Five animated videos with illustrations for the Early Warning Training Package for practitioners ( <b>5 minutes in English</b> )	Feb - March
Four short, animated videos for the Community Sensitization Guide ( <b>3 minutes in both Somali &amp; English</b> )	March - April
One animated video on Daadihiye Platform (5-7 minutes <b>in both Somali &amp; English</b> )	May - June
Graphic design of EW training package and community guide of <b>20-25 pages</b>	March
Design a visually engaging learning briefs of <b>12-15 pages</b>	May
<b>One animated video on the learning brief (5 minutes in both Somali &amp; English)</b>	May

\*All translations and voice over will be done by Raagsan.

## QUALIFICATIONS

Raagsan is seeking a consultant or firm with the following qualifications and experience:

- Diploma or certificate of technical qualification in **video animation, graphic design, and visual communication**.
- Proven experience producing **animated or explainer videos** for development, humanitarian, or technology-focused projects.
- Strong portfolio of **training materials, learning products, or digital content**.
- Experience designing multi-page documents and learning briefs.
- Technical experience developing or supporting **online learning or digital content systems**.
- Ability to translate technical concepts into clear and accessible visual materials.
- Experience working in humanitarian or fragile contexts is an asset.
- Proficiency in English; familiarity with the Somali context is an advantage.

## ASSIGNMENT BUDGET & TIMELINES

The assignment will run from **February to June 2026**. The budget to be quoted shall be inclusive of all costs (i.e. consultant fees, insurances, expenses, and liabilities).

## PROPOSAL SUBMISSION REQUIREMENTS

- Technical proposal (max 2 pages with links of previous work)
- CV of the consultant (s)
- Budget quotation with itemized budget shall be included in the two pager proposal
- Samples or links to previous relevant work
- Availability and delivery timeline shall be captured in the two pager
- Declaration of conflict of interest (if any)

## EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Technical proposal and methodology – 40%
- Relevant experience – 30%
- Financial competitiveness – 10%
- Timeline and availability – 20%

Proposals must be submitted via email to [admin@raagsan.com](mailto:admin@raagsan.com) with the subject line “**RE: Video Animation and Graphic Design Consultant**” by no later than **18 January 2026 at 23:59 EAT** (East Africa Time). Incomplete or late applications will not be considered.