



# 20 Years' Anniversary - Multimedia Production ToR

## 1. Introduction

The Sawiris Foundation for Social Development (SFSD), since its inception in 2001, is one of the first family foundations in Egypt to establish a new paradigm for development in the country. Its core mission is to contribute to Egypt's socio-economic development through a focus on 4 main sectors; **economic empowerment, social empowerment, education and scholarships** as well as the **annual cultural awards**. Through these sectors, the foundation works to:

1. Create sustainable job opportunities and provide access to microcredit and training, thus empowering citizens to build productive lives that realize their full potential;
2. Improve infrastructure and provide access to basic services and healthcare in order to further the livelihoods of local communities, with a sharp focus on supporting and empowering women and underprivileged children;
3. Support initiatives that provide quality education in underprivileged areas that would otherwise have no access to education, as well as provide scholarships in top-ranking universities to Egyptian students;
4. Hold the annual Sawiris Cultural Awards aiming to foster the cultural enrichment of Egyptian society.

Over the past 20 years, SFSD has invested close to 1.7 billion EGP across its various programs, serving approximately 560,000 beneficiaries across 24 governorates, to provide them with a decent and productive life.

Here you can find SFSD annual reports in which you can get more details about SFSD work: <https://sawirisfoundation.org/en/publications>

## 2. 20 Years' Anniversary

April 2021 marked 20 years since the establishment of Sawiris Foundation for Social Development. On this special occasion, we believe it is imperative that we seize the opportunity to shed light on SFSD's major achievements during its journey, as well as its aspirations for the future. Accordingly, SFSD is looking for an agency to develop multi-media products; (a short film and a commemorative book).



### **With regards to the short film:**

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The aim is to make a short film that frames and presents **Sawiris Foundation's pioneering influence over 20 years** of working for the social development of Egyptian societies. The film should encourage as well **other partners working in social development to join the future journey of the foundation** to collectively fund high-impact projects and programs under the specific causes already tackled by the foundation. Furthermore, the campaign should also [eulogy the soul of Mr. Onsi Sawiris](#).

Deliverables:

- The film's duration is up to 5 minutes. A one-minute shorter cut is also requested.
- The selected agency will be responsible for the full production of the film.
- The proposal should include a perception of the film's style, the approach, the suggested creative idea, and the needed timeframe for the production process.

### **With regards to the commemorative book:**

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The commemorative book of SFSD should reflect the most memorable moments in the history of the Foundation over the 20 years. The concept for the layout will be based mainly on displaying large photos reflecting the history of the foundation through a storytelling structure and a timeline style. This should result in giving the reader an overview of key initiatives, milestones, and projects implemented over the 20 years.

Deliverables:

- The design of the cover and the general layout.
- All illustrations and visuals of the book.
- The branding and the color palette.
- A digital interactive version of the book  
Reference: <https://girlswhocode.com/2016report/>
- Offset printing for 500 Copies with the following specs:
  - Size: 24 cm. width x 22 cm. height
  - Hardcover
  - Spot UV on the SFSD logo and the title
  - 4/4 colors
  - Up to 60 internal pages
  - Inside paperweight: 170 -200 gm – Couche matt
  - Sewn binding



**Interested agencies for applying should consider the following:**

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- Agencies need to submit 2 separate offers addressing the 2 different products (the short film and the commemorative book).
- Each offer should include a **detailed technical proposal** addressing the responsibilities of each task and the approach you suggest to take.
- It is allowed to submit 1 offer if your scope doesn't cover both requested products. However, our preference goes to agencies that can produce both.
- Agencies must submit their **portfolio** and a **detailed financial quotation** along with their technical proposal.
- The financial quotation of each offer must be **signed & stamped** next to the price. It must also include the agency **commercial register number** and the **date** of sending the offer.
- The application must be sent to ([media@sawirisfoundation.org](mailto:media@sawirisfoundation.org)) with the subject line (SFSD Multimedia Production - Agency Name).
- The deadline for application is Saturday 24<sup>th</sup> of July, 2021.