



Transforming natural resource management
Empowering communities
Transformer la gestion des ressources naturelles
Renforcer le pouvoir d'agir des communautés

Expression of Interest: Illustration Services

1. Overview

IMPACT is seeking an illustration and animation company to support the Peace and Security in the Great Lakes Region project, funded by the European Union and implemented in partnership with the International Conference on the Great Lakes Region (ICGLR).

The consultant will develop a visual storytelling approach for a six-episode video series focused on regional mineral governance. The series aims to present complex, cross-border issues in a way that is clear, structured, and accessible, while remaining credible to policy and sector audiences.

The videos will combine animation and filmed interviews within a single narrative flow. Animation will be used to explain system-level dynamics, including mineral flows, governance mechanisms, and regional coordination. Interviews with Member States will provide context and practical perspectives, grounding the narrative in real-world experience.

The work will establish a consistent visual and narrative logic that carries across all episodes. The final series should feel cohesive, with each component contributing to a clear understanding of how mineral governance operates at both regional and national levels.

2. Context

About IMPACT

IMPACT transforms how natural resources are managed where security and human rights are at risk. We investigate and develop approaches for natural resources management to improve security, development, and equality. An independent non-profit, IMPACT collaborates with local partners for lasting change.

IMPACT is headquartered in Canada with offices in Burundi, Côte d'Ivoire, Democratic Republic of Congo, Uganda, and Zimbabwe. Learn more at www.impacttransform.org

About the ICGLR

The ICGLR was created in response to the recognition that political instability and conflicts in Central Africa have a considerable regional dimension and require a concerted effort to promote sustainable peace and development. With 12 Member States, it is the only platform regionally that has a strong political mandate, and technical expertise to work on illicit trade of the minerals sector. Learn more at <https://icglr.org/>

The 12 Member States include: Angola, Burundi, Central African Republic, Republic of Congo, Democratic Republic of Congo, Kenya, Rwanda, South Sudan, Sudan, Tanzania, Uganda, and Zambia.

IMPACT is a technical partner to the ICGLR and has provided support since the Pact on Security, Stability and Development in the Great Lakes Region was signed by Heads of State in 2006.

About the Peace and Security in the Great Lakes Region Project

The Peace and Security in the Great Lakes Region project aims to improve mineral governance in the region while advancing security, stability, and development. The project builds the capacity of the International Conference on the Great Lakes Region (ICGLR) and its Member States to address illegal mineral flows and harness their potential as drivers for economic and social development, as well as stability and security. Learn more: <https://impacttransform.org/knowledge-hub/projects/peace-and-security-in-the-great-lakes-region/>

3. Objectives of the Assignment

To design and produce a cohesive visual storytelling system that integrates animation and live interviews into a single, continuous narrative across a six-episode video series.

The assignment goes beyond producing standalone animated segments. The selected team will be responsible for creating a unified visual approach that allows viewers to move seamlessly between animated explanation and real-world perspectives without disrupting the narrative flow.

The illustrator/animation team will:

- Translate complex regional and technical concepts into clear, structured visual narratives that are easy to follow and retain
- Develop a visual logic for how systems, flows, and governance mechanisms are represented across all episodes
- Ensure that animation functions as the primary storytelling driver, with interviews embedded as contextual reinforcement rather than separate inserts
- Design and apply consistent visual transitions that connect animated content with interview footage in a deliberate and intuitive way
- Maintain continuity in style, pacing, and narrative structure across all episodes

The final output should feel like a single, coherent storytelling system applied across multiple episodes, rather than a collection of separate videos.

The work must strike a balance between:

- clarity and accuracy of technical content
- simplicity and accessibility for a broad audience
- visual consistency across different themes and country contexts

4. Target Audience



The series is intended for a mixed audience with varying levels of familiarity with mineral governance in the Great Lakes region. This includes government officials and technical experts from Member States, as well as regional and international partners such as donors and organizations working on governance, peace, and security.

The content should also be accessible to a broader, non-specialist audience. Complex ideas should be presented in a clear and structured way, without losing their core meaning. Across all audiences, the videos should balance clarity with credibility, ensuring the content is easy to follow while remaining accurate and relevant.

5. Scope of Work

The selected team will:

A. Visual Concept Development

- Develop an overarching visual style for the full series
- Define how animation and interviews integrate into one narrative flow
- Propose visual approaches for representing systems, flows, and governance mechanisms

B. Storytelling & Animation Design

- Create animated sequences that explain key concepts and processes
- Translate the episode storylines into visual narratives
- Ensure clarity and simplicity in representing complex systems

C. 6-Part Video Series Production

- Design transitions between animation and interview footage
- Ensure interviews feel embedded within the narrative, not separate segments
- Develop visual bridges (maps, objects, motion, or environments) to connect animation and real footage
- Adapt animations based on interview content where needed
- Ensure consistency across all episodes
- Each episode should be no longer than 3 minutes
- Each episode must be delivered in two versions: an English-language version with French subtitles, and a French-language version with English subtitles
- Incorporate feedback from the Communications team to ensure accuracy and alignment with messaging
- Ensure all audiovisual content adheres to Donor and Partner branding and communications guidelines
- Deliver final high-resolution animation files and design project files

6. Required Qualifications & Skills

Candidates are asked to clearly demonstrate in their applications how they meet the requirements of the position.



Essential qualifications, expertise, and skills:

- At least 5 years of professional experience in animation production, visual illustration and/or multimedia production.
- Must be based in Africa.
- Proven experience developing narrative-driven animation, not just standalone visuals.
- Demonstrated ability to translate complex policy, technical, or systems-based content into clear and engaging visual formats.
- Experience working with mixed media formats, including integrating animation with live-action footage.
- Strong portfolio showcasing work that explains complex ideas through visual storytelling.
- Experience working with non-profits, international development, or public sector projects is preferred.
- Experience in the Great Lakes Region or similar fragile and conflict-affected contexts is an asset.
- Proficiency in relevant animation and illustration software (e.g. Adobe After Effects, Illustrator, or similar).
- Ability to maintain consistency in visual style and narrative across multi-part or series-based projects.
- Ability to deliver high-quality outputs within agreed timelines and adapt to feedback during production.
- Strong understanding of ethical storytelling, including informed consent and conflict-sensitive approaches.
- Capacity to deliver final outputs along with fully editable source files and organized assets.
- Fluency in English is required. Proficiency in French will be considered an asset where applicable.

Competencies:

- Committed to ensuring communications built on respect and dignity when working with vulnerable populations.
- Creative, with a willingness to innovate.
- Excellent attention to detail, problem solving, and judgement.
- Self-starter, able to work independently, respect deadlines with minimal supervision.
- Excellent organizational, planning and time management skills, with the ability to multitask.
- Team player able to work with colleagues at all levels and in cross-cultural environments.
- Intuitive and pro-active with the ability to identify potential issues, needs, threats, or opportunities and brings these to the attention of Senior Management or relevant personnel.
- Ability to adapt to and work effectively on complex issues in a fast-paced environment.

To Apply

Send the following information by email to jakinyi@impacttransform.org and agakiza@impacttransform.org :

- A detailed Expression of interest and company profile outlining relevant experience and interest.
- CVs of proposed team members, where applicable.



- A portfolio of previous similar work completed within the last 3 years.
- Two professional letters of reference.
- Financial proposal, including hourly or daily rates for similar projects.

In the subject of the email please state: the position you are applying for and your name.

Submit applications by: **May 18, 2026**

We thank all candidates but only those shortlisted will be contacted. Due to the volume of applications received, we ask that you do not follow up on your application.

Failure to comply with the above mentioned elements will automatically result in the rejection of the application. Please note that IMPACT has a zero-tolerance policy on sexual exploitation, abuse, and harassment.

