

REQUEST FOR PROPOSALS (RFP)

World Justice Project

Animating and visualizing *WJP Rule of Law Index* Data

Principal Contacts

Alicia Evangelides
Co-Director, Rule of Law Index
aevangelides@worldjusticeproject.org

Natalia Jardon
Director of Communications, Mexico Office
njardon@worldjusticeproject.org

About Us

The World Justice Project (WJP) is an independent, non-profit organization working to advance the rule of law worldwide. We have offices in Washington, DC; Seattle, WA; Mexico City, Mexico; and Singapore. We also work with a wide variety of partners around the globe.

Our Work

The World Justice Project (WJP) is an independent, multidisciplinary organization working to create knowledge, build awareness, and stimulate action to advance the rule of law worldwide. WJP produces original, independent research and data about the rule of law, including the WJP Rule of Law Index; promotes understanding and appreciation for the rule of law, its relationship to development, and effective strategies to strengthen it; and connects and builds an engaged global network of policymakers and advocates to advance the rule of law through strategic partnerships, convenings, coordinated advocacy, and support for locally led initiatives.

Effective rule of law reduces corruption, combats poverty and disease, and protects people from injustices large and small. It is the foundation for communities of justice, opportunity, and peace—underpinning development, accountable government, and respect for fundamental rights.

Despite this, all over the world, people are denied basic rights to safety, freedom, and dignity because the rule of law is weak or non-existent.

When pollution laws are ignored and inspectors are bribed, the environment suffers. Women fall victim to abuse when their rights are ignored and when their access to justice is limited. Families suffer when parents are coerced into paying bribes to get their children into health clinics and even schools. Local and international businesses avoid investing in communities where there is a lack of stable rules and regulations, leading to excessive amounts of risk.

Rule of law means better public health, economic development, and political participation. It is the necessary ingredient to all forms of human endeavor, especially in communities of greatest need. Visit us at worldjusticeproject.org.

Project Background

The World Justice Project Rule of Law Index® is an annual report measuring the rule of law based on the experiences and perceptions of the general public and in-country legal practitioners and experts worldwide. The WJP Rule of Law Index 2020 presents a portrait of the rule of law in 128 countries and jurisdictions by providing aggregate scores and rankings derived from more than 130,000 household surveys and 4,000 legal practitioner and expert surveys. Data for each country are analyzed and presented in the Index publication as automated country profiles that summarize performance across a variety of rule of law themes.

In October 2021, the WJP will be launching the 11th edition of the Rule of Law Index in a digital format. To better illustrate its findings, WJP is seeking a series of short animations that can be incorporated into the presentation.

Project Goal

1. Animate Key Findings

Design and animate 5 to 12 graphics from the main findings of the *WJP Rule of Law Index 2021*. Animated segments will form part of a video of between 2 and 4 minutes. These animations must have rhythm and a variety of colors.

Animations should work in different sizes of planes, to highlight specificities within the information of the graph, so that it helps the flow of the explanation of findings guided by the presenter, in a simple and clear manner.

Requirements for this solution:

- a. Develop a visual style that will be present throughout the launch video;
- b. Create mini-storyboards for the animations prior to animating;
- c. Follow WJP's branding and formatting requirements (including font, color, label spacing, etc.) so the pages can seamlessly be integrated into publications and reports;

- d. Said animations are indicative, but not limiting, to the following list:
 1. Overall scores/ranking of the WJP Rule of Law Index 2021 (map)
 2. General changes since the last edition of the Index (how many countries improved, how many declined, how many stayed the same)
 3. Weakening of some factors (country-level data)
 4. Weakening of some sub-factors (indicators) (country-level data)
 5. Advances in some factors (country-level data)
 6. Advances in some sub-factors (country-level data)
 7. Countries with the highest overall scores/ranks, and changes in score/rank from the previous year
 8. Countries with the lowest overall scores/ranks, and changes in score/rank from the previous year

2. Animate visual transitions

Design and animate two visual transitions of up to 15 seconds to use as introductions to pre-recorded segments.

Requirements for this solution:

- a. Follow WJP's branding and formatting requirements (including font, color, label spacing, etc.) so the pages can seamlessly be integrated into publications and reports.

Timeline

The project is anticipated to begin September 6, 2021 and final products must be delivered by October 4.

Moving Forward

Proposals must be submitted by **August 31, 2021** and must include the following information:

- a. An outline of the strategy of production for display and / or data organization;
- b. A still of the proposed style, using data from the WJP available at: <https://worldjusticeproject.org/rule-of-law-index/global/2020>
- c. Work plan and schedule of activities, including estimated delivery dates of the first revision with basic elements (proxies), the second revision with the animations in QuickTime without 4.2.2 compression and with Alpha Channel of the animations;
- d. Total cost in USD with tax included. The price per animation unit must reflect the costs associated with the creation of each animation, understanding that there will be a minimum of 5 animations;



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- e. CV of the company;
- f. At least two examples of your work, or reel;
- g. Contact information for two references.

If your firm is interested in partnering with us on this endeavor, please send a brief PDF proposal to Alicia Evangelides at aevangelides@worldjusticeproject.org and Natalia Jardon njardon@worldjusticeproject.org by **August 31, 2021**.