

# SAWBO

Scientific Animations Without Borders



## WHAT WE DO

Scientific Animations Without Borders™ (SAWBO) is a Michigan State University based program. SAWBO transforms extension information on relevant topics such as agriculture, health and women’s empowerment, into 2D, 2.5D and 3D animations, which are then voice overlaid into a diversity of global languages. All SAWBO animations are made freely available to anyone wishing to use them for educational purposes. Animations can be downloaded from a variety of SAWBO channels and accessed via computers, tablets, cell phones, TVs, and overhead projection systems. Animations are vetted by global experts to ensure scientific accuracy of content and have been used in communities across the world to spread knowledge that improves people’s lives.



## HOW WE MAKE AN IMPACT

### SPONSORED PARTNERSHIPS

The successful creation of an animation begins with an active partnership between the SAWBO team and the animation sponsors. A shared vision of the outcome is vital for the final animation to be a success. We embrace the opportunity to be highly engaged with our animation sponsors throughout the process.

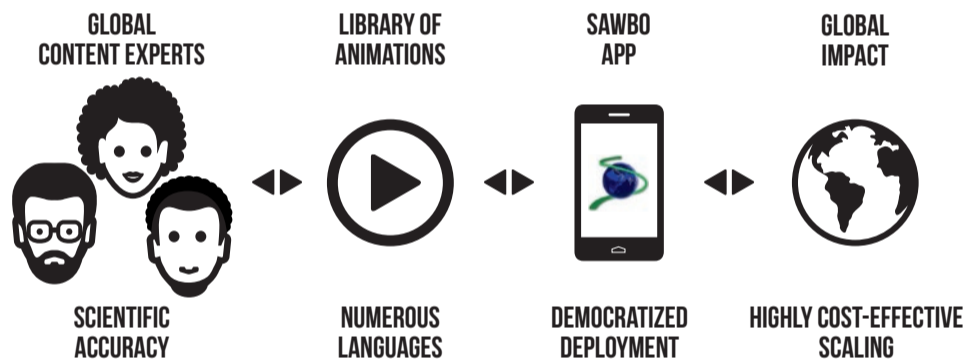
This animation process includes: (1) script creation, (2) storyboard development and (3) animation production. The final production takes approximately 90 days. Script and storyboard phases are completed in collaboration with the sponsors and contributing experts. These phases can generally be completed in two to four weeks if the sponsors and contributing experts are highly responsive and interactive with SAWBO. Feedback from sponsors and experts is vital throughout the process and ensures that the result is a high quality animation which can impact lives at a global level.

Once an animation is completed in English, it is translated into numerous languages by our volunteers. Once the voice-over language has been recorded, it is overlaid onto the animation by our

video editing team. Everyone involved in the creation of the animation receives written credit and the sponsor’s logo can be included along with a mention that the animation was made possible through the sponsor’s support.

Upon completion, animations are stored in our public video library. Because this is a tax-deductible, charitable donation, sponsors have access and use of the final animation only once it is placed into our public digital library. All animations are also made available on the Android-based free SAWBO Deployer App.

The SAWBO App is an Android App that allows people to easily download the videos most places in the world and to easily share the animations locally - from their cell phones. The App can be shared between Android phones and can be spread "virally" in a country or community. Thus, we offer not only the ability to create the content, but also a way to easily deploy it within the countries of interest.



## SAWBO-ANIMATIONS.ORG THE SAWBO ADVANTAGE WHAT WE CAN DO FOR THE WORLD

**Scientific Accuracy**  
Rigorous development process to assure scientific accuracy of content.

**Ready Made Deployment Pathways** All animations are made available on our App, thus, any SAWBO animation can be deployed at the click of a button by you or hundreds of other people in your community.

**Zero Costs to You for Making the Animated Content Accessible**  
Your organization has easy access to the content online and via our App allowing for easy deployment.

**Increasing Your Impact and Visibility of Your Brand**

As other groups use the animation, your group will have your “brand” displayed with every single viewing.

**Your Impact Keeps Growing**  
SAWBO adds more language variants to the animations as new language volunteers become available.

## MAKING A DONATION

The simplest way to support an animation is a direct donation to SAWBO through our donation page ([sawbo-animations.org/donate](http://sawbo-animations.org/donate)). Please be advised that this is THE ONLY donation page where the funds come directly to the SAWBO program.

With a donation there is no formal agreement and SAWBO is not providing a service, but it allows us to create an animation of common interest to both the sponsor and SAWBO. Because we are part of Michigan State University, we are a not-for-profit organization that

creates animations at “cost” in order to have a global impact. Funds go to support a team of people including MSU students, involved in all aspects of creation of the animation. All animations are created internally in SAWBO, thus there are never any concerns with copyright infringement. Once a donation is made, our sponsor receives a gift receipt from Michigan State University for tax purposes and SAWBO will actively begin working with the sponsor to create the animation.

## ANIMATION TOPIC HIGHLIGHTS



Ebola Prevention / Colorectal Cancer Screening / Micro-Finance: Savings Group / Postharvest Loss: Bag Storage / How to Create Compost / Preventing Sickness / How to Wash Your Hands / Malaria Prevention

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