



TERMS OF REFERENCE

PRODUCTION OF VIDEO AND PRINT DOCUMENTARY SERVICES

1.0 INTRODUCTION

Siaya Muungano Network (SIMUN), Women Empowerment's Link (WEL), Lamu Women Alliance (LAWA) and Community Advocacy and Awareness Trust (CRAWN Trust) are non-profit organizations based in Kenya. The four organizations are implementing joint advocacy interventions geared towards the realization of climate justice in Kenya with support from Akina Mama wa Afrika (AMWA) under the Voices for Just Climate Action (VCA) Programme. These organizations aim to promote community engagement, policy advocacy, raise awareness, and empower women in their regions and they recognize the dominance of patriarchy and neoliberal ideals in climate change decision-making, with gender-blind laws and the neglect of marginalized groups' needs. Their collaborative efforts seek to address these inequalities and ensure inclusive and responsive frameworks, particularly for women. The organization's interventions have been rolled out in four counties namely Siaya, Homabay, Lamu and Nairobi respectively.

To improve our advocacy efforts, the AMWA partner organizations seek the services of professional videographer or media firm to produce a print and video documentary that captures women's lived realities and experiences of climate change and their coping mechanisms.

The print and the video documentary will focus on the impact of climate change on women and other marginalized groups including women with disability in the four counties by highlighting how they are affected, their contribution to climate action and the strategies they put in place/coping mechanisms to reduce their vulnerability to the impacts of climate change. The documentaries are expected to be used in our advocacy work towards promoting gender justice and climate justice in Kenya.



2.0 OBJECTIVES

The overall objective of this assignment is to engage a professional videographer/ firm to:

- I. Produce a print and video documentary film on women lived realities and experiences of climate change highlighting specific challenges they face.
- II. Showcasing women and marginalized groups proactive roles and contributions to climate action.
- III. Document specific instances of how climate change has affected women's lives, livelihoods and overall well-being, thereby emphasizing the urgent need for climate action and adaptation strategies
- IV. Document coping mechanisms and strategies by capturing innovative approaches, traditional knowledge and women led initiatives for addressing climate change.
- V. Facilitate advocacy-The print and video documentaries will serve as advocacy tools to promote gender and climate justice through supporting policy reforms, resource allocation and community-based interventions prioritizing gender responsive and intersectional climate justice.

3.0 SCOPE OF WORK

The individual/ firm shall be responsible for the following:

- a) Develop the documentary overall concept and scenario.
- b) Present a work plan for the assigned work specifically shooting days and locations.
- c) Visit the selected project counties (**Siaya, Homabay, Lamu, Nairobi**), and interact with the women from the areas to get context of the counties.
- d) Interview selected participants for the documentary.
- e) Develop the documentary script and storyboard to be used in the film.
- f) Perform appropriate video filming and shoot interviews with the project beneficiaries and project staffs and other stakeholders
- g) Present a draft documentary film to AMWA partners for comments on content
- h) Produce one final documentary film of between 10 to 15 minutes maximum. Final product should have English sub-titles.



- i) Incorporate relevant audio-visual material such as background music and scenic videos sourced from public domains or licensed.
- j) Produce print copies of the work

4.0 WORKING RELATIONSHIP AND CONTRACTUAL ARRANGEMENTS.

- a) The contracted individual/firm shall work under the overall supervision of the AMWA Kenya partners.
- b) AMWA Kenya partners shall be responsible for all contractual arrangements.
- c) The individual/firm is under the obligation of confidentiality.
- d) Any issues and/or anticipated delays that may impact the timelines or budget of this assignment **MUST** be communicated well in advance to AMWA Kenya Partners.
- e) Where Minors are involved, the individual/firm shall seek consent from the minor(s) Parents or Guardians. All signed Consent forms shall be submitted to AMWA Kenya partners for record purposes.
- f) The successful individual/ firm **MUST** sign a copy of Safeguarding policy including all members of the selected firm.

5.0 AMWA KENYA PARTNERS RESPONSIBILITIES:

To ensure timely delivery of the assignment, AMWA Kenya Partners shall.

- a. Commit to share all required/requisite information necessary for prior to commencement of the work where need be.
- b. Make all payment(s) to the individual/ firm in a timely manner and/or as per the agreed schedule.
- c. Assign a designated focal person who will be available to respond to any queries or provide the requisite support.

6.0 DELIVERABLES

The contracted individual/firm shall be expected to provide the following deliverables:

- a) Work plan for the assignment.
- b) Submit a storyboard and script for the documentary to AMWA partners for approval before filming.



- c) Provide a final documentary film of 10 to 15 minutes meeting the specified duration and content
- d) High-resolution photographs captured during the documentary, suitable for documentation.
- e) Provide copies of print media of the work.
- f) Deliver the documentary in various video formats suitable for different platforms and uses (e.g., web, social media, and presentations).

7.0 TIMELINES

Upon signing of the contract, the contracted individual/firm shall be expected to deliver this assignment within a period of **25 working days**.

NB: Any projected timelines that may fall outside the scope, should be clearly detailed through writing.

8.0 Acceptance criteria:

The project shall be considered complete once the minimum criteria set below has been met.

- A. Video Quality: The video must be of high visual and audio quality, free from technical issues such as pixilation, audio distortion, or other visual/audio artifacts.
- Content Accuracy: The documentary should be accurate
- Duration Compliance: The final video should meet the specified duration outlined in the ToR, balancing conciseness with comprehensive coverage.
- Timely Delivery: The documentary should be delivered according to the agreed-upon timeline.

9.0. Qualifications and attributes required

Individuals interested in this assignment must meet the following minimum requirements:

- Bachelor's Degree in Journalism, Media Studies, or a related field.
- At least three (3) years of professional experience in videography/ video editing.
- Demonstrated experience of the conception, production and editing of video documentaries.



- Extensive experience in producing development work related documents and/or documentaries with the aim of reaching both local and national audiences.
- Ability to operate under strict timelines and apply high production and technical standards to maintain a high level of professionalism
- Demonstrated ability to interact with community groups effectively.
- A track record of successful materials filmed on similar topics is an added advantage.

11. Expression of Interest

1. The consultant meeting the above requirements should submit an Expression of Interest-EOI which should include the following:
 - i. A cover letter
 - ii. Technical and financial proposals (A financial proposal inclusive of 5% withholding tax, indicating the consultant's fees)
 - iii. A detailed shooting schedule and camera model (s) to be used
 - iv. At least three professional referees and at least 2 links to previous work done.
 - v. An updated Curriculum Vitae of the consultant(s) who will undertake the work
 - vi. A sample of previous similar assignments

The expression of interest should be submitted via email to info@wel.or.ke and copy siaya.muungano17@gmail.com, lamuwomenalliance@gmail.com and procurement@crawntrust.org not later than **22nd July 2024** with the subject quoting **"Production of print and video documentary services"** on the subject line.