



TERMS OF REFERENCE

Consultancy for Production of a Video Documentary on the Impact of the IGAD FAO-Partnership Project

A. Summary

The Consultant will be in charge of producing a 10-15-minute video documentary (as per agreed script) and two short clips (approx. 2-3 minutes each) cut/edited from the raw footage, focusing on the three project thematic areas below:

Clip 1 focus: Natural resources

Clip 2 focus: Transboundary animal diseases (TADs) and cross border markets & trade

The videos will cover the IGAD-FAO PP implementation sites and interviews with relevant authorities and beneficiaries.

He/she will also be in charge of providing a photo album of the impact of the project.

B. Background

Cross-border areas in the Horn of Africa (HoA) is home to some of the most vulnerable populations in the region and are therefore critical in the regional resilience agenda. There are a number of national resilience building interventions that require regional approach. Cross-border programming for policy and investment is gaining momentum, following years of piloting and advocacy by various actors in the HoA. Programming at cross-border level is imperative if adverse effects of policy, investment decisions and actions are to be avoided including problems of overgrazing, transmission of transboundary animal diseases and resource use conflicts.

IGAD-FAO Partnership Programme (PP) is formulated in support of IGAD Drought Disaster Resilience and Sustainability Initiative (IDDRSI) with a focus to implement cross-border actions in close collaboration with respective communities and national authorities, and has been in operation since 2016

The programme is designed by IGAD and FAO to bring communities at the centre of cross-border policy and investment discourse and actions, not only as beneficiaries, but as key stakeholders defining the agenda of their future. Its seeks to enhance the resilience of communities in selected cross-border areas coupled with the strengthening of IGAD's capacity (particularly the specialized institutions) to effectively lead and facilitate interaction among its member states on policy and investments, thereby fostering the delivery of cross-border resilience. The project components are (1) Cross-border community investments; (2) Strengthened policy and institutional framework; (3) Evidence-based analysis for informed investments; and (4) Strengthened IGAD specialized institutions.

Overall, the video documentary is expected to:

1. Highlight how the IGAD-FAO PP activities have impacted the lives of the people living in the project areas.
2. Showcase the processes that led to successful implementation and benefits to the communities (approaches used).
3. Propose areas that need additional investment, in either through policy or programming action or both.

D. Specifications:

This consultancy has the following objectives:

- a) To produce one overall project video documentary approx. 10-15 minutes long capturing the impact of the IGAD-FAO PP project.
- b) Discuss and agree on a documentary script and storyboard to be used in the documentary before venturing to the sites in Ethiopia.
- c) Perform appropriate video filming and shoot interviews with selected beneficiaries, authorities and stakeholders.
- d) Capture necessary video footage of different project activities (showing interventions done in the 15 communities)
- e) Include within the video graphics, background music, voice-overs, still photos (showing interventions done in the 15 communities), clips from past videos and sub-titles, logos, infographics.
- f) Narration and editing raw video footage to produce final videos, including footage from Somalia and Kenya.
- g) Provide videos and photo album of the project activities.
- h) The completed videos are to be approved and completed by 31st August 2021
- i) Videos should be delivered in formats that can be posted on social media channels and commonly available video player software i.e. VLC media player.

E. Deliverables:

- a) Documentary script and storyboard developed.
- b) Video filming and interviews with selected authorities and beneficiaries.
- c) Production of raw video footage with graphics, background music, voice-overs, still photos (showing interventions done in the 15 communities), clips from past videos and sub-titles.
- d) Final edited videos and photo album of the project activities.
- e) Raw footage for future use.
- f) All deliverables are to be appropriately packaged in transcend storejet hard disk/s.

F. Duties and Responsibilities

The Consultant / firm will be in-charge of:

- Producing a video documentary of approx. 10-15 minutes on the impact of the IGAD-FAO Partnership Project.
- Providing photographs of the project activities

G. Qualifications, Experience, and Competencies

- College degree in journalism, communication, public relations, or marketing.
- Must have been working with media for at least three years.
- Must have a minimum of 3 years' experience in video production and news reporting.
- Evidence of successfully completing development/project video documentaries required.
- Must have a team member who is fluent in written and spoken Somali language.
- Must have valid travel documents.

H. Duration

The consultant shall perform his/her duties prior to the field mission, during the field mission and thereafter submit the final video documentary/video clips and photo album within 23 days after the field mission. Field mission will run from 27th July – 8th August 2021.

I. Payment Procedure

Payment procedures will be stipulated in the contract and will be made upon completion of the deliverables.

J. Specifics

Where applicable, the consultant video producer and two crew members will be sponsored by IGAD in regards to provision of covid-19 testing and return airfare ticket i.e. Nairobi-Addis-Dolo Ado. The consultant and his/her team will cater for all other field incidentals within the framework of the consultancy.

- Taxes

The consultant will be responsible for remitting his/her own taxes.

- Insurance Cover

The consultant will be responsible for his/her own travel, medical and life insurance cover/s for the duration of the assignment.

How to Apply

Interested candidates should submit their applications accompanied by a detailed CV, copies of both academic and professional certificates and their interest and ability to undertake this assignment to beverlyne.nyanchera@igad.int; christine.norah@igad.int; and procurement@igad.int

All applications should be received not later than July 16, 2021 at 1600hrs (EAT)