

Terms of Reference (TOR) for the Production and Transmission of Panel Discussion

1. Background

ActionAid Ethiopia is a Gender Justice, Good Governance, and Poverty Eradication organization working to achieve gender equality and poverty eradication. In Ethiopia ActionAid works to challenge various forms of power and build capacities to create people agencies of critical mass of communities especially Women and Girls living in poverty and exclusion to fulfil their rights, ensure redistribution of resources and build their resilience. We prioritize to work with Women, Girls and Young People and their organizations, networks, civil society organizations, national and local government and other allies to overcome gender injustice and structural causes of poverty. We engage at national level policy works to influencing the agendas of women, girls and the youth to tackle gender injustice.

And we connect our work from communities to national and international level by leading and actively engaging in policy agenda for greater contribution towards a just, equitable and sustainable life of communities. Guided by feminist lens and human rights-based principles and approaches, we seek to shift power, through empowerment, solidarity, policy influencing and the generation of alternatives to ensure that women and girls can enjoy a life of dignity and freedom from poverty.

Since its entry to Ethiopia in 1989, ActionAid Ethiopia has been working in different locations where women and girls lead their lives under difficult social and economic situations. Its working philosophy has enabled ActionAid to put tangible impact on the lives of these women, young girls, children, and communities it worked with.

Since the emergence of COVID 19 pandemic, ActionAid Ethiopia, with its collaborators and partners, has been contributing its level best effort in supporting communities, especially, women, girls, and young people prevent themselves from getting infected by the virus and cope with the aftermath effects of the pandemic on their lives.

As part of its effort in this regard, our organization has commissioned a study on the impacts of COVID 19 on the lives of young people living in Addis Ababa; and we are now to communicate the findings of this study to the wider public and policy makers through the production and transmission of panel discussion on television.

Objective – The panel discussion’s aim is to:

- Inform the public and policy makers on what young people are doing to cope with the aftermath effects of the pandemic and to what extent their lives (education, business, social cohesion, etc.) have been impacted.
- Explore ways on what and how different stakeholders can play their role in mitigating the deep underneath socio-economic implications the pandemic has put on the lives of young people.

This TOR is, therefore, a call for a locally and legally registered television station in Ethiopia to produce and transmit a panel discussion on the above stated agenda.

I. Description of the services to be provided

The television station will:

1. Use the research report and its findings ActionAid Ethiopia has commissioned to facilitate the panel discussion
2. Assign an experienced panel facilitator to moderate the panel discussion.
3. Record the panel discussion in its studio and make a final production of 20-30 minutes' transmission
4. Transmit the final production on one of weekdays/weekends evenings (the tv company should clearly indicate the price for different timing packages)
5. Submit the master copy the panel discussion (both raw record and the final/abridged one).

ActionAid Ethiopia will:

1. Provide the Research Report and other relevant resource materials to the moderator of the tv station
2. Invite resource persons (a maximum of five) for the panel discussion.

II. Timeline

The panel discussion will need to be produced and aired before 3rd week of August 2021.

III. Scope

The panel will cover topics on COVID 19, the socio-economic situation of Ethiopia in general with emphasis on young people (taking the case of young people in Addis Ababa as an example), young people organizations and their pivotal role in this regard, policy issues related with young people, gender responsive public service, and other related issues.

The panel discussion will take place in Addis Ababa, the final edition will be 20-30 minutes long.

The panel discussion will focus but not limited on:

- the socio economic and overall status of young people, particularly young women, in Ethiopia
- the impact of COVID-19 on their lives
- potentials of the young, particularly of young women in advocating for policy changes

A maximum of five resource persons will participate in the panel

IV. Deliverables by the television station:

- Produce the panel discussion
- Finalize the production in consultation with ActionAid Ethiopia's focal person before transmission
- Transmit the final version after consorted agreement from ActionAid Ethiopia.
- Full version of the recorded panel discussion
- Final version of the transmitted panel discussion

Company's Qualification & Experience

- The tv station should be a company that has been in the television media industry at least for the last five years

- The media company should have a senior journalist (moderator in this case) with 2ND degree in Journalism, development studies, Sociology, law, humanities, and other relevant disciplines) . The CV of the person needs to be attached with the technical proposal
- Proven Experience in producing and transmitting panel discussions.

IMPORTANT:

Companies are required to submit their Technical (equipment, previous similar works, staff, organizational history, detail production and transmission plan, etc.) and Financial Proposals (segregated into production and transmission; VAT should be included) separately in sealed envelopes at our Main Office located at the premises of CCRDA (Kality Area). Call at +251 11 4654671/3/6

Deadline: August 6 /2021 4:00p.m local time.

Note: ActionAid Ethiopia holds the full right to cancel this bid without any Preconditions. Only shortlisted candidates will be contacted for further review.