

## Terms of Reference (TOR) for the Production of a Video Documentary

### 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, 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 and girls 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.

Guna Woreda of Amhara Regional State and Decha Woreda of Southern Nations and Nationalities and Peoples Regional State are two woredas where ActionAid Ethiopia, with the financial grant of Irish Aid, has been implementing a five-year programme (Women Rights Programme II/WRP II) which now is at its final stage. The WRPII has applied a unique behaviour change approach to achieve safety and security of women and girls ensure alternative economies for hard to reach and excluded women and girls. The BC model diagnosed the Capability, Opportunity and Motivation (COM) of different targets of the program to design the proper behaviour influencers (Behaviour Change Techniques). Accordingly, the program has been working on the COM of women and girls and their agencies; boys and men, community/traditional elders; government actors, religious institutions; media and policy actors. To document the learnings as to what worked and scale up, this ToR is developed.

### 2) Overall Objective

The overall objective of the assignment is to produce a documentary film that will showcase the impact, social transformation and critical mass we created as best practice and learning through WRP II programme to our future scale-ups and strategic direction.

The documentary should focus on the impact of works geared towards shifting of power and redistribution of resources (social and economic empowerment) on the lives of hard to reach-women and girls by highlighting significant success stories of right holders/citizens, their social structures like Women Watch Groups, Saving and Credit Cooperatives, Girls' Clubs, etc.

### 3) Scope of Work

- ✓ Documenting how individual community members have been targeted, how their needs have been identified and what journey they have been through
- ✓ Document on changes in line with the BC approach of Capability, Opportunity and motivation for Behavior Change (COM-B)
- ✓ Documenting how women/girl-led social structures like Women Watch Groups, Saving and Credit Cooperatives, School Girls' Clubs, are established, how they functioned, and the impact they've brought on the power dynamics in their social structure.
- ✓ Documenting how BC (Behaviour Change) approach has helped hard-to-reach women and girls and other people transform the social dynamics in their respective localities and beyond in Decha and Guna woredas of SNNPR and Amhara regional states respectively.
- ✓ Document lessons and challenges from women led institutions around development and right initiatives that would help to sustain and scale up the initiatives to wider area.
- ✓ Enrich the documentary with case stories attached with photos (with full consent) on individuals, households, communities and government authorities' levels.
- ✓ Produce a documentary video in Amharic and English subtitle that can serve for learning and sharing purposes,

### 1) Methodology

The film producing company should first understand the context in the target communities. Best practices of the community with the determinant socio-economic, cultural, and other relevant factors should be identified first before the video production.

For the documentary film, a total of 2 weredas and 4 kebeles are involved, i.e.,

- ✓ 2 Kebeles from Decha Woreda of SNNP Regional State; and
- ✓ 2 Kebeles from Guna Woreda of Amhara Regional State;
- ✓ The enterprise/consultant should closely work with ActionAid Ethiopia's Program Department and Communications Unit. Review of the program documents including baseline, national annual reports and those submitted to the donor, process briefing report and final evaluation of the program.

### 1) Roles and Responsibilities

#### **A. ActionAid Ethiopia**

- Will select the locations, and facilitate all the personal contacts including interviewees and government officials and BC approach implementing team on to brief on the approach.

- Will give general orientation and resource documents on the BC including the video that was filmed in Dublin in 2018- very short video of the 3 countries, so that the film producing company will have better understanding of the context of ActionAid and the people it works with. Will assign vehicle to the target woredas and kebeles identified for the documentary production
- Assign a translator for the work with Menja community as relevant
- Final acceptance of the documentary video by ActionAid Ethiopia Country Director against standard quality agreed per the terms of the agreement.

## **B. The Film Producing Company**

- Will prepare detail workplan and submit it to ActionAid Ethiopia for discussions and joint agreement. This should include a written description of the methodology, costs of the production (professional fee, expenses for shooting/new footages, studio facilities, production cost and other related costs) as well as the list and profiles of the most important members of the production team (including the script writer, the narrator and director). The enterprise/consultant shall also prepare and submit a detailed timetable of activities.
- Will thoroughly review all documents given by ActionAid Ethiopia for this assignment. As appropriate, video produced by local development areas (LRPs) may be used, if and only if the video is necessary and relevant for this documentary film production.
- Will prepare the narration script and get approval from ActionAid to use it for the film production.
- Shall use the feedbacks given by ActionAid to further improve the quality of the work. Following the comments, the film company shall polish and prepare the final work accommodating the feedback.
- Shall deliver the final production in soft copy and VCD.

### **Task 5: Submission:**

1. Submitting the work plan (Inception report):	November 30, 2021
2. Submitting the script	December 15, 2021
3. Submitting the draft documentary for feedback:	December 30, 2021
4. Feedback provided to the firm	January 10, 2022
5. Submitting the final copies of the production:	January 31, 2022

### **1) Deliverables**

Following is the list of deliverables:

- 1) A master copy of the 30 minutes documentary video in Amharic with English and Amharic sub-titles in DVD and flash disk formats, with a shorter version of 10 minutes
  - 2) Ensure visibility on the final products including logos of ActionAid and acknowledging AAIreland and IrishAid with their logos.
  - 3) The raw footage used to produce the documentary,
  - 4) The narration text or the full script used for the production with still pictures extracted from the footages
  - 5) 50 copies of the documentary film in DVD format
  - 6) Versions provided should be compatible for internet and TV screening.
- 4)

### **2) Required Profile of Consultant/enterprise**

The film producing company should be a professional firm/individual with a background, experience, qualification in and acquaintance with producing video documentaries, which includes:

- ✓ Extensive experience in producing public information video films or TV programs relating to social and economic development matters.
- ✓ Understanding on the national poverty context, policy frameworks on gender and development, Gender Based Violence and understanding on issues of patriarchy and power relationship and its impact on women and girls is crucial.
- ✓ Excellent technical capacities to ensure smooth and high-quality production (video production staff, owner of its own video production studio or a documentary proof of an access to a rented video studio, and a sample documentary done by the consultant on social matters).
- ✓ Experience in working with international organizations and/or international donors as well as in working with state institutions, NGOs and local authorities.
- ✓ The consultant must explicitly state in the technical proposal to be submitted the ethical considerations the agency would take during the process.
- ✓ Follow the Terms of Reference and AAE's guidance as well as branding guideline of ActionAid
- ✓ Develop a suggested plan and schedule for roll out plan in consultation with AAE along with a clear and detail work plan that reflects the timeline/deliverables to the point to ensure huge support required from AAE
- ✓ Prepare break down budget for the entire visual documentation process and field work as needed
- ✓ Compose/provide any necessary background music/audio for the videos

## 1) Budget and Financial terms

An itemized estimated budget including VAT should be submitted by the interested parties along with the execution plan in separate document so that all detail costs of the consultancy must be presented in the financial proposal. The Financial Proposal should clearly indicate both vehicle from ActionAid and from the filming company. The Payment will be made through "Account Payee Cheque" in favour of the client company after making necessary deduction of tax and VAT according to prevailing laws of Ethiopian Government.

## 2) Intellectual Property

All outputs produced in this action shall remain the property of ActionAid who shall have exclusive rights over their use.

## 3) Selection process

Evaluation criteria are as follows:

- Firm profile and Practical Experience: **20%**.
- Proposed methodology, approach (creative and innovative ideas) and implementation plan including work schedule: **30%**.
- Work references and/or CVs of the key team members to be used on the assignment: **20%**.
- Financial Proposal **30%**

**1) Key Contact:**

AAE's Women's Right Programme Manager and Communications Coordinator would be the key contacts for any technical matters and logistics arrangements.

**2) Submission Procedures**

The respective film producing companies are requested to submit their signed and sealed Technical and financial (in separate documents) proposals with a brief concept of production in no more than five pages including the names of key person with short profile (within one page in addition) and provide a list of recent clients, credentials and constitutional documents along with the two references of the parties and should be submitted mentioning the title line 'Technical Proposal for Documentary Film' and 'Financial Proposal for Documentary Film' on two different sealed envelopes by 4:30 pm on/before Nov. 25, 2021 addressed to:

**ActionAid Ethiopia**, CMC Yeka Subcity, Woreda 11, Ho.NO. 3044 (Behind CMC new St.Michael Church under construction)

**P.O. Box 1261**

**Addis Ababa**

Upon reviewing the Proposal, only short-listed companies will be contacted. Please note that ActionAid Ethiopia reserves the right to reject any proposal.

**For further information please contact +251 911166693 / +251-911478410.**