

Terms of Reference

for

Production Work on Childcare Systems and the Rights of Childcare Workers in Addis Ababa, Ethiopia

1. Introduction

ActionAid Ethiopia (AAE) is a gender justice, good governance, and poverty eradication organization. It envisions a country where all enjoys their rights equally and live a decent life. Its heart lies on gender equality where it designs its frameworks and operations on women's and girls' empowerment and abolishing root causes of violence against women and girls. Its interventions are guided by the Human Rights Based Approach, Transformative Feminist Leadership, and Intersectional Feminist Analysis tools.

ActionAid Ethiopia (AAE) in partnership with Policy Studies Institute (PSI) with the involvement of key government actors, Addis Ababa City Administration Mayor's Office and the Addis Ababa Women and Social Affairs Office, is implementing the *Scaling Child Care to Promote Women's Economic Empowerment and Child Development* project funded by the International Development Research Centre (IDRC.CRDI), aiming to enhance access to quality childcare, support women's economic participation, and strengthen child development outcomes.

Evidence generated through the project has demonstrated that childcare is not only a social service but also an essential economic infrastructure that contributes to women's economic empowerment, child development, and broader social transformation. While significant progress has been made in expanding childcare services in Addis Ababa, childcare workers continue to face challenges related to professional recognition, working conditions, representation, and visibility despite their indispensable contribution.

The project aims to enhance access to quality childcare services, support women's economic participation, and advocate for the rights of childcare workers.

To document the existing childcare system, elevate the voices and experiences of childcare workers, and promote evidence-based advocacy for strengthening the care economy, ActionAid Ethiopia seeks to engage a qualified production company to produce a photo/video production.

The production will primarily focus on childcare workers and their rights as well as the childcare system in Addis Ababa while also featuring selected government actors and childcare service users.

2. Overall Objective

To produce a compelling Production and public engagement campaign that showcases Ethiopia's evolving childcare system, advances the recognition and protection of childcare workers' rights, highlights the contributions, experiences, and challenges of childcare workers, and promotes investment in sustainable, inclusive, and quality childcare services.

3. Specific Objectives

The production aims to:

- Amplify the voices, lived experiences, and aspirations of childcare workers.
- Promote recognition of childcare workers as essential contributors to society, the economy, and child development.
- Highlight the rights, working conditions, challenges, and opportunities faced by childcare workers.
- Showcase ongoing efforts to strengthen childcare systems in Addis Ababa.
- Demonstrate how quality childcare services contribute to women's economic empowerment and improved child wellbeing.
- Highlight the roles and responsibilities of government institutions and other stakeholders in strengthening childcare systems and supporting childcare workers.
- Promote public awareness on childcare workers' rights, decent work, and sustainable investment in the care economy.
- Generate digital and social media engagement to increase visibility and public support for childcare workers.

4. Key Production Themes

The production should explore the following interconnected themes.

A. Childcare Workers: The Faces Behind Care

The Production should focus on:

- Who childcare workers are
- Their daily realities and responsibilities
- Their motivations, journeys, and aspirations
- Their contributions to child development and community wellbeing
- Their challenges and unmet needs
- Their hopes for the future

B. Childcare Workers' Rights

The production should explore:

- Recognition of childcare workers as essential workers
- Decent working conditions
- Professional development opportunities
- Representation and participation in decision making spaces
- Safe and inclusive working environments
- Respect, dignity, and visibility

C. Childcare Systems Strengthening

The Production should showcase:

- Existing childcare systems and structure in Addis Ababa
- Government efforts and multi stakeholder collaboration
- Existing opportunities and challenges
- Investments required for sustainable systems strengthening

D. Women's Economic Empowerment

The Production should illustrate:

- How childcare services support women's participation in economic activities
- The broader economic and social benefits of investing in childcare

E. The Future of Care

The Production should present a collective vision for:

- Stronger childcare systems
- Greater investment in the care economy
- Recognition and protection of childcare workers' rights
- Sustainable and inclusive childcare services

5. Scope of Work

The filming and production will take place in Addis Ababa, Ethiopia covering 5 filming sites which are public and institutional daycares. The production company shall be responsible for all aspects of production, digital dissemination through social media, and public engagement.

A. Pre-Production

The production company shall:

- Review project documents, research findings, and communication materials.
- Develop a Production concept, storyline, and storyboard.
- Develop interview guides with AAE team
- Identify key interviewees along with AAE team and filming locations at the 5 daycare sites.

- Prepare a dissemination and audience engagement strategy.

B. Production

The production company shall:

- Conduct field visits to selected childcare centres and institutions.
- Film interviews with childcare workers.
- Film selected childcare service users.
- Film interviews with government representatives and relevant stakeholders.
- Capture childcare environments and daily activities.
- Apply human rights based storytelling approaches.

C. Post-Production

The production company shall:

- Edit the production into an engaging and impactful final product.
- Integrate key data, infographics, and evidence.
- Produce Videos in Amharic with subtitles in English.
- Submit draft versions for review and conduct revision based on reviews.

D. Digital Advocacy and Influencer Engagement

The production company shall:

- Onboard social media influencers whose content focuses on women's rights, gender equality, social justice, or women's economic empowerment.
- Engage at least one influencer with a demonstrated digital reach of one million or more cumulative views or engagements, particularly on TikTok.
- Prioritize influencers with active presence across multiple platforms, including TikTok, Instagram, Facebook, YouTube, LinkedIn, and X.
- Produce social media content to amplify advocacy messages.
- Ensure all digital content aligns with ActionAid Ethiopia's communication and safeguarding principles.

The production company shall identify and onboard social influencers who meet the following minimum criteria:

The influencer shall:

- Demonstrate a strong track record of producing content related to women's rights, gender equality, social justice, youth engagement, or community wellbeing.
- Be non-partisan and politically neutral, with no affiliation to political parties or politically divisive content.

- Be secular and inclusive, demonstrating respect for all religions, cultures, ethnicities, and social groups.
- Uphold values of human rights, gender equality, inclusion, and non-discrimination.
- Maintain a positive public reputation and professional online presence.
- Avoid promoting hate speech, harmful stereotypes, misinformation, or discriminatory content.

ActionAid Ethiopia reserves the right to approve all proposed influencers before engagement.

Influencer Roles and Responsibilities

- Familiarize themselves with key messages related to childcare workers' rights and childcare systems strengthening.
- Promote accurate and evidence-based information.
- Create authentic content that humanizes and elevates the voices of childcare workers.
- Create and post original campaign content (reels) twice a week for one month.
- At least 3 static posts, stories, or carousel posts.
- Participate in Production launching if required.

6. Expected Deliverables

- **Production Film:** One high definition production film of 15 to 20 minutes.
- **Short Advocacy Version:** One 3 minute version for advocacy and social media.
- **Social Media Assets:** Five short advocacy clips of 30 to 60 seconds.
- **Digital Advocacy Deliverables:** Influencer engagement outputs and social media engagement report.

Supporting Materials

- Final script and storyboard.
- Raw footage and editable files.
- Graphics and subtitle files.

7. Ethical Consideration: All production processes must reflect respect for human rights, gender equality, and human-centered communication. The Service Provider shall not publish, broadcast, or distribute any content that exposes, retraumatizes, or endangers minors or interviewees.

8. Qualifications and Experience Required

The production company should demonstrate:

- Experience in production working with INGOs, civil society organizations, government institutions, and donors.
- Strong storytelling and visual communication skills.
- Experience in digital campaigns and influencer engagement.

- Knowledge of ethical storytelling and safeguarding principles.

9. Ownership and Intellectual Property Rights

All Production products, footage, graphics, photographs, audio recordings, and dissemination materials developed under this assignment shall become the sole property of ActionAid Ethiopia and shall not be reproduced or shared without prior written approval.

10. Timeline of the Task

S/N	Description of Task	Timeline	Remark
1	Recruitment & Agreement	July 6, 2026	
2	Initial discussion with AAE team and Desk review	July 7, 2026	Including influencer
3	Script development and approval	July 7– 9, 2026	
4	Influencer content	Twice a week beginning July 5 th	
4	Field filming	July 10 –16, 2026	
5	Editing & draft submission	July 16- 24, 2026	Including review and feedback from AAE
6	Review & final delivery	July 27 ,2026	
7	Final social media campaign post by influencer	Aug 1st	

Deadline: Date for submission of tender documents is on July 3rd on or before 2:00 PM (bid closing time).