

## Terms of Reference (ToR) for Production Service on TV and Radio on Modern Slavery

### 1. Background

ActionAid Ethiopia is a gender justice, good governance and poverty eradication organization working to achieve gender equality and poverty eradication. In Ethiopia, AAE 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 priorities to work with women and girls 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 in national level policy works to influence the agendas of women and girls to tackle gender injustice.

ActionAid Ethiopia is implementing a three-year project titled CMS/Combating Modern Slavery that includes components such as: **Exploitation, Child Labor, Abuse and Human Trafficking (ECLAHT)**. It is implementing the project in collaboration with four partners namely: Emmanuel Development Association (EDA), People, Health, and Environment Ethiopia Consortium (PHE-EC), Consortium of Ethiopian Human Rights Organizations (CEHRO) and Union of Ethiopian Women and Children's Associations (UEWCA). The project location areas are at national level (Addis Ababa), Amhara Region (South Wollo Zone, Harbu and Kutaber woredas) and SNNPRS (Hasana town and Soro woreda).

The project aims to achieve the next three major outcomes:

1. Governments have implemented measures to prevent, identify and address ECLAHT and to protect and monitor vulnerable groups and victims of ECLAHT)
2. Businesses have implemented anti-ECLAHT measures to prevent, identify and tackle the use of human trafficking and forced labor, including the worst forms of child labor, in their own operations and supply chains.
3. Vulnerable individuals and groups are more capable of resisting recruitment to ECLAHT.

To achieve the outcomes, AAE and its partners believe, media and production companies are strong partners to voice out issues and concerns related to MS (ECLAHT) supporting advocacy works planned in this intervention and their regular engagement. Particularly, media being considered the 4<sup>th</sup> pillar of state adding to the executive, judiciary and legislative organs, it has pivotal role to minimize impacts of MS (ECLAHT) through discharging ethical and responsive duties. Thus, one of the activities AAE implements is media message delivery for empowerment of vulnerable individuals and groups to be capable of resisting recruitment to MS (ECLAHT), public awareness, calling for actions of state and non-state actors towards combating MS (ECLAHT).

Hence, AAE seeks to have a competent production company that will produce media messages to be used for the awareness creation, empowerment of citizens and ultimately contribute for the attainment of the project objectives based on the terms stated herein.

### 2. Objective

The major objective of this task is producing 60-second-long video and audio messages on Child labour, Human Trafficking and safe work place to give awareness and advocacy messages for the vulnerable communities, business entities and to call for actions of state and non-state actors towards combating MS (ECLAHT)

## 2.1. Specific Objectives

Enhance the awareness on MS (ECLAHT) and engagement on the right of individuals, to promote decent work by producing high quality audio and video messages.

Positively influence concerned state and non-state actors on combating MS (ECLAHT) through advocacy messages.

## 3. Scope of the Assignment

- Prepare a promotional audio video on MS (ECLAHT) which will be aired on TV, radio, and other media platforms
- Produce high quality product that can be used in different media file formats
- Must be of the highest quality to adequately represent the ActionAid's brand guidelines.
- The contractor shall use their own HD quality video camera and audio video producing and editing equipment and software.
- Embed sub-titles in the video as per need.

## 4. Timeline and Expected o outcomes

- The job should be completed and submitted to AAE within 30 consecutive days after signing of agreement
- Production of promotional audio videos on different issues (child labour, abuse, human trafficking, safe workplace, and exploitation) 60 second for each thematic area stated above.
- Language; Amharic and Hadiya language with English subtitle
- Ensures quality of the output.
- Incorporate feedbacks provided as suggested by AAE and its consortium members.

## 5. Methodology/Approach:

The production company should produce short video and audio messages for media placement and advocacy issues on MS (ECLAHT). More details of the methodology are expected from a one-pager text the applicant will send to show their understanding of the ToR. Besides, AAE is open for ongoing introduction of methodologies as context of media spot.

## 6. Qualifications and Experience Required

- 5 years of working experience in High level, videography/video editing, photography, TV spot production.
- Demonstrated experience of conception, production and editing of spot production.
- Experience in marketing and advertising solution
- Experience in producing social behavioural change and advocacy media product, high level events, humanitarian and development subjects will be an asset,
- Experience in producing media products on exploitation, child labour, human trafficking, gender issues etc. is mandatory
- Experience with CSO`s and INGOs will be an asset.

## 7. Evaluation of Applications:

Applications received from applicants will be evaluated as per the next parameters.

Evaluation Parameters	Score out of 100
<b>Technical Aspects</b>	
Qualifications, and experience	<b>30%</b>

Understanding of the TOR	<b>25%</b>
Fulfilment of legal requirements	<b>5%</b>
Experience in production of promotional videos to government/private sector institutions, international organizations and CSO.	<b>10%</b>
<b>Total score for Technical Aspects</b>	<b>70%</b>
<b>Financial Aspect:</b>	
Reasonableness of financial offer considering the required professional service and payment scale of AAE	<b>30%</b>
<b>Total score for technical and financial aspects</b>	<b>100%</b>

**NB:**

**ActionAid can provide existing data (written and audio video) to the winning production company as necessary.**

**8. Submission of Application:**

The production company should demonstrate the following requirements in their application to be considered.

- Bidders must provide CV and application letter together with a complete set of technical and financial documents “Original” and “Copy” in a separately sealed envelope with one copy for each.
- legally required documents (renewed license and TIN certificate) as well as credentials in a sealed envelope within 10 days from the date of this vacancy announcement.
- The winner is required to comply ActionAid’s SHEA and Safeguarding Policies which will be delivered to them together with the contract agreement and must be filled and returned back to AAE. If the winner fails to do this, the award will be cancelled automatically.
- The date for submission of tender document is on the **15<sup>th</sup> day** from the first day of the announcement at Addis Zemen newspaper, Ethiojobs and our Facebook page <https://www.facebook.com/actionaidethiopia> on or before 2:00 PM (bid closing time).
- Bidders can obtain additional information through our Office telephone +251118-550750
- Only short-listed applicants will be contacted.
- ActionAid Ethiopia reserves the right to cancel all or any part of the bid.

**Address:** Addis Ababa, Yeka Sub-city Woreda 11, House No.3044, behind CMC/Altad Street St. Michael Church (Opposite Gast Cinema)

For more information, please contact us at:

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