



**Terms of Reference (TORs)
for
Documentary video production of the compelling humanitarian responses showcasing the
impact of child protection initiatives and disaster preparedness and response efforts in
Garissa and Tana River County**

1. Background

Pastoralism as a way of life, harmful cultural practices, prolonged drought, enduring conflicts, and economic, social and political marginalization are some of the challenges that residents of the arid and semi-dry lands in Kenya face continuously. These issues are particularly detrimental to women and girls, who have some of the lowest human development indicators globally.

Despite efforts by various stakeholders, including national and county governments, to address these challenges, significant work remains to be done to ensure equity, universal access to basic services, and the political, economic, and social inclusion of women and girls in both local and national processes.

Pastoralist Girls Initiative (PGI) is an indigenous non-governmental organization registered with the Kenya NGOs Coordination Board in 2008. It is based in Garissa County and has active programs in the ASAL counties of Garissa and Tana River. PGI is dedicated to enhancing the capacity of women and girls in pastoralist communities to build resilience, promote economic growth, and adapt to climate change. Before its registration as an NGO, PGI operated as a community-based organization since its founding in 2001.

Over the years, PGI has collaborated with a diverse range of stakeholders to empower women and girls in pastoralist communities, helping them reach their full potential and improve the quality of life for themselves and their communities. With support from various donors, PGI has successfully implemented programs and projects that have brought much-needed attention to the challenges faced by women and girls.

Since 2022, PGI has partnered with Save the Children (SCI) to address child protection concerns and gender-based violence (GBV) risks in Garissa County. This collaboration includes the KEN_HF HoA Food Insecurity Response 2021 projects: Child Protection in Emergency Project, from November 2022 to May 2023, and ongoing projects (Child Protection & Education in Emergency Project and Enhancing Disaster Resilience and Child Protection Project) running from September 2023 to October 2024.

PGI has also focused on developing leadership skills among girls, empowering them to address challenges such as early marriage, genital mutilation, and limited access to education. Additionally, PGI has supported women in initiating income-generating activities and developing resilience to cope with environmental changes. However, several issues remain unaddressed, necessitating further efforts to improve the lives of vulnerable groups.

As PGI's mandate and portfolio continue to expand, it is essential to maintain focus on its core mission while developing a framework to mobilize resources and effectively respond to both existing and emerging issues affecting women and children in ASAL communities.

2. Scope of Work

Facilitate PGI in producing a compelling humanitarian response documentary that showcases the impact of child protection initiatives and disaster preparedness and response efforts in Garissa and Tana River County.

The video documentary should capture the project's impact, key results, successes, challenges, best practices, and lessons learned from the interventions.

The key features to be captured include several personal stories of beneficiaries, interviews with PGI representatives, donors, key strategic partners from the special program department, children department, and education department, and indirect beneficiaries from selected sites. The documentary should include:

- **Interviews:** At least 10 interviews with key stakeholders, including at least 4 beneficiaries, 3 representatives from PGI, and 3 partners or donors.
- **Project Sites:** We will visit at least five project sites across Garissa and Tana River counties, ensuring coverage of diverse geographical and cultural settings.
- **Personal Stories:** At least 5 in-depth personal stories from beneficiaries, illustrating the impact of the initiatives on their lives.
- **Logistical Support:** PGI will assist the service provider by facilitating access to remote project sites, coordinating meetings with local stakeholders, and providing relevant background information and contacts. However, the service provider is responsible for arranging their own transportation and accommodation.
- The overall message of the video should highlight:
- Compelling humanitarian response showcasing the impact of child protection initiatives and disaster preparedness and response efforts in Garissa County.
- Successes, strengths, and the impact of joint initiatives.
- Positioning PGI and the County Governments of Garissa and Tana River as key partners in responding to development needs.

3. Functionality/Qualifications of the Contractor

The appointed service provider must ensure the delivery of a professional, comprehensible, and informational video that effectively promotes the impact of PGI's work on the pastoralist and agro-pastoralist communities of Garissa and Tana River County. The contractor's responsibilities include:

- **Developing the Concept and Scenario:** Create the overall concept and scenario for the documentary film, ensuring it aligns with the objectives and messaging of PGI.
- **Production Work Plan:** Develop a detailed production work plan that includes all phases of the assignment, such as pre-production, filming, and post-production, including traveling days.
- **Participant Interviews:** Conduct interviews with selected participants, including beneficiaries, stakeholders, and partners, to capture diverse perspectives on the impact of PGI-supported projects.
- **Site Visits and Community Interaction:** Visit the selected project sites and engage with local communities and beneficiaries to gather authentic and impactful content for the documentary.
- **Script and Storyboard Development:** Develop a detailed script and storyboard that will guide the filming process, ensuring a cohesive and compelling narrative.
- **Video Filming and Photography:** Perform professional video filming, including shooting interviews with project beneficiaries and stakeholders. Capture high-quality project still photographs that visually complement the documentary's narrative.
- **Cultural Sensitivity:** Demonstrate a deep understanding of the cultural context of the communities being filmed. The contractor must respect local customs, languages, and sensitivities, ensuring that all interactions and representations are appropriate and respectful.
- **Technical Requirements:** The final documentary should be produced in high-definition (HD) or 4K resolution, depending on the available equipment. The video format should be in MP4, and the final product must include English subtitles for accessibility.
- **Draft Presentation:** Present a draft version of the documentary film to PGI and its partners for feedback and incorporate any comments or suggestions into the final edit.
- **Final Production:** Produce a final documentary film of 5-10 minutes in length, incorporating all necessary revisions. The final product should be suitable for various platforms, including online and in-person presentations.
- **Adaptation for Website:** Adapt the final video into shorter formats that can be used on the organization's website and social media platforms.
- **Audio-Visual Material:** Incorporate relevant audio-visual material, such as background music and scenic footage, sourced from public domains or licensed under Creative Commons, to enhance the documentary's impact.
- **Experience:** Have more than 5 years of experience working in similar fields, with extensive experience in producing development-related documentaries for international organizations targeting both local and international audiences.

4. Output /Deliverables

- **Storyboards and Script:** Submit a storyboard and script for the documentary to PGI for approval before filming begins.
- **Draft Documentary:** Present a draft version of the documentary to PGI and its partners at the end of the field mission, incorporating comments received during the review process.
- **Final Documentary:** Produce and deliver a 5–10-minute documentary film, along with a master copy. The final product should include English subtitles and be adapted into short video formats for use on the organization's website.
- **Photographs and Captions:** Provide a minimum of 35 high-resolution photographs with detailed captions. The photographs should capture key moments, interviews, and scenic shots of the project sites. The focus should be on the impact of the initiatives, including before-and-after scenarios and personal interactions.
- **Short Impact Stories:** Submit at least 5 short impact stories (approximately 300-500 words each) that narrate the personal experiences of beneficiaries. These stories should

be integrated into the overall narrative of the documentary, emphasizing the human aspect of the initiatives.

5. Required Qualifications and Experience of the Service Provider

The service provider will be required to have the following:

- More than 5 years experience working in similar field (15%).
- Extensive experience in producing development work related documents and/or documentaries for international organisations with the aim of reaching both local and international audiences (25%)
- Experience in working with NGOs and other international organizations (10%).
- Local knowledge of the counties of Garissa and Tana River (15%).
- Excellent photograph and video editing skills and experience (15%).
- Experience in development communication (20%).

6. Duration of the Assignment

The assignment is expected to take 30 working days from the date of signing the contract.

7. Intellectual Property

All information and materials related to this project (including the documentary, audio, digital content, and project documents) belong exclusively to PGI. The service provider may not disclose or use the materials for any purpose other than this assignment without written permission from PGI.

Portfolio Use: After a period of 12 months from the final delivery date, the service provider may request permission to use segments of the documentary or related materials for their portfolio or promotional purposes, provided that proper attribution is given to PGI and its partners.

8. Contractual arrangements and supervision

The service will be hired under PGI terms of contract and supervised by the assigned staff solely to deliver the above outputs, within the agreed time frame.

PGI as the client shall provide necessary support to the service provider in order to execute the assignment during the duration of the consultancy. These shall include:

- I. Access to relevant project documents necessary for execution of the duties under this consultancy;
- II. Contact details of relevant people to be interviewed

9. Equipment for the Assignment

No equipment will be purchased or provided by PGI. Any equipment needed to complete this assignment will be provided by the service provider.

10. Remuneration

The service provider's payment shall be based on the financial proposal developed for this consultancy.

Payment shall be made in three instalments;

- 20% down payment upon submission of an inception report acceptable to the client
- 30% upon submission of an acceptable draft film documentary and draft program; and
- 50% final payment upon submission of the final outputs, incorporating suggestions and recommendations from the PGI

11. Application Procedure

Applicants are required to submit the following documents on or before the **12th of September 2024** with the subject line: **PGI Video Documentary EOI** to: procurement@pastoralistgirls.org , copy info@pastoralistgirls.org

Applicants are required to submit the following:

- **A Technical application:** Expression of Interest, stating why you consider your service suitable for the assignment and a brief methodology on the approach and implementation of the assignment;
- **Personal CVs** of technical personnel proposed for this project highlighting qualifications and experience in similar projects;
- **Work references** - contact details (e-mail addresses) of referees (firms for whom you've produced similar assignments);
- **Financial proposal** indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment; and
- **Sample work previously** done for other clients.

Questions can be sent by email to bosire@pastoralistgirls.org until 12th of September 2024 only.

Evaluation and Award.

PGI will evaluate the applications and award the assignment based on technical and financial feasibility. PGI reserves the right to accept or reject any proposal received without giving reasons and is not bound to accept the lowest or the highest bidder