

## TERMS OF REFERENCE (TOR) IPPFAR VIDEO CONSULTANCY

### 1- Context and justification

The International Planned Parenthood Federation Africa Region (IPPFAR) is one of the leading sexual and reproductive health (SRH) service delivery organization in Africa, and a leading sexual and reproductive health and rights advocacy voice in the region through its Member Associations (MAs) in 39 countries. More succinct information on IPPFAR's work is available here: <https://www.ippfar.org/sites/ippfar/files/2021-08/IPPFAR%20Factsheet%202021%20English.pdf>

As part of its communication strategy to amplify the organization's visibility, IPPFAR intends to produce two videos, each three minutes long on:

1. *Creating awareness on IPPFAR's new office location,*
2. *IPPFAR's "end of year wishes".*

To accomplish this, IPPFAR seeks to obtain the services of a competent consultant or firm that will produce the videos in close collaboration with IPPFAR staff.

### 2- Call for consultancy services

IPPFAR invites competent firms or individual consultants to submit their Expression of Interest for consultancy services to undertake production of two short videos in Nairobi, Kenya with English and French subtitles.

### 3- Scope and focus of assignment

The present consultancy is related to two short videos, each three minutes long as follows:

1. **Video 1:** This will be a video issued to create awareness about IPPFAR's new office location. IPPFAR will move to its new office early november 2021 and would like a short and fun video announcing this to its partners. A preliminary idea would be to shoot a "dancing" video in the new office where colleagues would be filmed dancing on a short choreography. Inspiration could be taken from these videos (<https://www.youtube.com/watch?v=anOfaYBOjbc> , [https://youtu.be/fe\\_RSUpjOUQ](https://youtu.be/fe_RSUpjOUQ) ). Other ideas and suggestions that can best execute this brief from the consultant are also welcome.
2. **Video 2:** Should be IPPFAR's "end of year wishes" video, to be issued by 15 December at the latest, and will humoristically illustrate our "zoom year". The idea would be to make a very fun, dynamic and original video (maybe with added animations) in which IPPFAR's staff would make fun of the whole year they spent remotely (on zoom/teams/other virtual platforms) by acting/performing some of the main fun things that usually happen during zoom calls (kids invading your working space; yawning or eating while forgetting you have your video on; being dressed formally on

top and in your pyjamas below; etc) Any other creative ideas could be discussed with IPPFAR team.

### **3. *An end-year Festive Season Card***

The consultant shall;

- a) Hold creative thinking meetings with the IPPFAR team to brainstorm on clear ideas of the videos
- b) Develop the overall concept and scenarios of the video based on initial meeting outcomes
- c) Provide shooting schedules and requirements to IPPFAR
- d) Produce both films of three minutes in two different formats: 1920x1080px, 1080x1080px. Both films should have 2 languages subtitled versions: French and English
- e) Deliver final videos with raw footage
- f) Take good quality still photos of all the subjects in the videos and deliver them in JPEG form
- g) Develop an end year festive season card on an agreed-on concept with the IPPFAR team in English and French.

### **4- Timeframe**

The first video should be submitted to IPPFAR by end of November and the second video and the end year festive card should be submitted to IPPFAR by 20 December 2021 at the latest.

### **5- Working arrangement**

The consultant shall be paid 50% of the total cost upon approval and signing the contract and the balance upon satisfactory production of the videos and card.

### **6- Copyrights**

All materials arising out of the consultancy shall remain the property of IPPFAR.

### **7- Required Qualifications and Experience of the Consultancy firm/individual**

- a) Must have more than 5 years proven experience in journalism/film production.
- b) Extensive experience in producing funny videos for organizations/companies.
- c) Excellent technical capacities (Full High-Definition video) to ensure high quality production.
- d) Must be tax compliant/Tax registration certificate
- e) Additional experience in development communication will be an added advantage.

### **8- IPPFAR will be responsible for:**

- (a) Preparing the Terms of Reference (ToR).

- (b) Selecting, contracting and managing the consultant.
- (c) Covering the costs of consultant associated with the assignment.
- (d) Actively engaging with the consultant during the documentary shooting process.
- (e) Reviewing the draft videos/card and providing feedbacks.

#### **9- The Consultant will be responsible for:**

- (f) Preparation of a technical and financial proposal.
- (g) Submitting the video overall concepts, scripts and story boards as needed for IPPFAR's review.
- (h) Providing updated/draft videos and card to IPPFAR as required.
- (i) Producing deliverables in accordance with the requirements and timeframes outlined in this ToR.

#### **11- Application procedure**

Applicants are required to submit the following:

- (a) A technical proposal: Letter of Interest, stating why you consider yourself/your firm suitable for the assignment
- (b) Samples of at least three previous productions undertaken by the firm that showcase its capacity to produce the kind of work IPPFAR is interested in
- (c) Firm/company profile on handling related assignment
- (d) (c) Personal CVs for individual consultant highlighting qualifications and experience
- (e) Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment
- (f) A technical and financial proposal shall not exceed five pages

**NB:** IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.

The documents must reach IPPF Africa Regional Office through email address [hroffice@ippfaro.org](mailto:hroffice@ippfaro.org) latest by **30 October 2021** with subject **"IPPFAR video consultancy"**