



ACBAR

Agency Coordinating Body for
Afghan Relief & Development

Request for Proposal (RFP)

Hiring a Professional Consultancy for the Production of an Advocacy and Learning Video on localization Best Practices in Afghanistan

1. Background

The Agency Coordinating Body for Afghan Relief and Development (ACBAR) is a national network of humanitarian and development organizations operating across Afghanistan. With over **37 years of experience** providing support to humanitarian and development actors, ACBAR has established itself as a trusted coordination, information-sharing, and advocacy platform for its member organizations.

ACBAR maintains an active presence across all regions of Afghanistan through its coordination structures, regional forums, and engagement with members and partners at both national and sub-national levels. Through these platforms, ACBAR facilitates collaboration, promotes best practices, and strengthens communication among humanitarian and development actors working in diverse operational contexts.

The organization produces information products, supports joint initiatives, convenes coordination meetings and events, and promotes visibility and policy dialogue to improve the overall effectiveness of aid delivery nationwide.

ACBAR, is seeking to engage a qualified and experienced professional consultancy to produce a high-quality advocacy and learning video on **localization best practices in Afghanistan**.

The video will translate localization commitments such as those outlined in the **Grand Bargain** and **Principles of Partnership** into practical, context-specific examples relevant to Afghanistan. It will focus on how localization can be implemented responsibly in high-risk environments, demonstrating shared risk management, equitable partnerships, community participation, and strengthened accountability.

This initiative responds to growing demand from donors and international actors for practical, Afghanistan-relevant guidance on operationalising localization in a constructive, non-confrontational, and solutions-oriented manner.

2. Purpose of the Assignment

The purpose of this assignment is to commission a professional consultancy to design, produce, and deliver a **6–10 minute documentary-style advocacy video** that:

- Demonstrates diverse practical examples of effective localization in Afghanistan

- Highlights the leadership role of Afghan national and local NGOs in programme delivery and risk management
- Addresses donor and partner concerns related to fiduciary, safeguarding, and reputational risk
- Complements existing localization guidance and resources without duplication

3. Scope of Work

The selected consultancy will be responsible for the full production cycle of the video, in close coordination with ACBAR Communication department.

3.1 Key Tasks

The consultancy will be expected to:

- 1. Inception and Concept Development**
 - Review the approved concept note and annexes
 - Propose a detailed production approach and workplan
 - Develop a storyboard and interview framework in consultation with the ACBAR Communication Department, Advocacy Working Group (AWG) and Localization Technical Working Group (LTWG).
- 2. Pre-production**
 - Identify and confirm interviewees in coordination with AWG/LTWG and ACBAR Communications
 - Develop interview questions aligned with agreed key messages
 - Plan for potential **animation or motion-graphic content** where appropriate
 - Ensure informed consent and safeguarding procedures are in place
- 3. Production / Filming**
 - Conduct filming (remote and/or in-person, subject to feasibility and security)
 - Capture high-quality audio-visual material following ethical storytelling standards
 - Arrange **professional human voice-over** (AI-generated voices will not be accepted)
 - Ensure no politically sensitive locations, individuals, or materials are filmed without prior approval
- 4. Post-production**
 - Edit video into a coherent 6–10 minute final product, also one shorter version.
 - Integrate animation or graphic elements as required
 - Provide subtitles in **English, Dari, and Pashto**, as required
 - Incorporate feedback from AWG, LTWG, and ACBAR Communications through at least two review rounds
- 5. Finalisation and Delivery**
 - Deliver final approved video(s) in high-resolution formats
 - Deliver a **shorter version** of the video for social media and advocacy use
 - Transfer all usage rights to ACBAR

4. Deliverables

The consultancy will deliver:

- Inception note and detailed workplan
- Storyboard and interview guide
- Draft full-length video for review

- Final **6–10 minute advocacy and learning video**
- One **shorter cut** of the video for promotional or social media use
- Subtitled versions (English, Dari, Pashto, as required)
- Any agreed **animation or motion-graphic elements**
- **Design support for promotional materials** linked to LTWG activities, such as brochures, leaflets, posters, or digital assets (as required)

5. Duration and Timeline

The assignment is expected to commence immediately after contract award and be completed by **early April 2026**.

Indicative timeline:

- Pre-production and scripting: Feb 28
- Filming/interviews: Mar 20
- Editing and review: April 5

Note: the timeline may change by mutual understanding.

6. Budget

Financial proposal. **The financial proposal should quote an ‘all-in’ value** for the deliverables’. Potential contractors are requested not to apply any breakdowns/line items.

*Tax will be deducted according to the country tax law.

7. Required Qualifications and Experience

Interested consultancies should demonstrate:

- At least 6 years of experience in the production of professional communications materials including videography, photography, blogging, designing,.. others
- Demonstrated working on media production highlighting community-level work, preferably with women
- Proven experience producing advocacy, documentary, or learning videos for humanitarian or development contexts
- Experience working in or on Afghanistan or comparable high-risk settings
- Strong understanding of localization, equitable partnerships, and humanitarian principles
- Demonstrated capacity in ethical storytelling, safeguarding, and informed consent
- Safeguarding awareness, including GBV and child protection considerations
- Ability to integrate animation or graphic content into video products
- Ability to deliver high-quality products within tight timelines

8. Ethical, Safeguarding, and Sensitivity Requirements

The consultancy must adhere to:

- Ethical storytelling and do-no-harm principles
- Informed consent protocols for all participants

- Safeguarding standards related to women, children, and vulnerable groups
- Anonymisation of identities and locations where required
- Neutral, non-political, and non-attributable messaging

All content will be subject to joint ACBAR communication, AWG and LTWG review and approval prior to external dissemination.

9. Submission Requirements

Interested consultancies are requested to submit:

1. Technical proposal including:
 - Understanding of the assignment
 - Proposed methodology and workplan
 - Relevant experience and sample work (links)
2. Financial quotation (USD)
3. Company/consultancy profile
4. Valid business licence, TIN certificate, and Bank details

10. Evaluation Criteria

Proposals will be evaluated based on:

- Technical quality and relevance of proposed approach
- Demonstrated experience and portfolio
- Understanding of Afghanistan context and localization
- Safeguarding and ethical considerations
- Cost-effectiveness and value for money

11. Submission Deadline and Contact

Proposals should be submitted electronically by **10 February 2026** to:

ACBAR Secretariat

applications@acbar.org

Subject line: *RFP – localization Advocacy Video Consultancy*

Only shortlisted candidates may be contacted. ACBAR reserves the right to accept or reject any quotation without obligation to provide justification.

ACBAR encourages applications from qualified Afghan-led consultancies and media organisations, including women-led entities.