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Description automatically generated**TERMS OF REFERENCE**

**Development of media material for the visibility and promotion of Area Based Approach to Development Emergency Initiative- ABADEI project in Afghanistan and Social media management of the developed material**

**Project title:** Provision filming/small documentaries or videos and content for social media messaging for ABADEI project in 12 provinces

**Donor:** UNDP

**Project Objective:** To develop media material including short videos, photos,

documentaries and to social media management for the promotion of activities under ABADEI project in

**Project areas:** Balkh, Saripul, Samangan, Jawzjan, Faryab, Kunar, Nangarhar, Herat, Badghis, Bamyan, Kandahar.

**Duration of the Task:** August – December 2022

**Background**

IRW is the largest partner with UNDP on implementation of ABADEI project in Afghanistan. IRW directly engages with communities to build basic community infrastructures mainly related to irrigation schemes with large cash for work aspect. The project has Unconditional cash distribution as well as capacity building and cash grants support to women entrepreneurs in BLK, SMN, FRB, SPL, MNA, HRT and BGS provinces training 1700 women entrepreneurs to restore their business activities and generate income for families.

1. **Rationale**

With the vast portfolio of IRW in Afghanistan, there has been little work done to highlight the activities and its impact on communities and lives of women. IRW has a long history in Afghanistan working addressing humanitarian and emergency in Afghanistan by distributing food and hygiene packages, cash distribution to disaster hit areas and support to women and orphans.

**3. Purpose**

IRW is planning to focus on sharing its news and stories locally and to its audience in the world to showcase the great impact of its activities on lives of people in Afghanistan.

**Consultant Responsibilities and deliverables**

Under the overall supervision of ABADEI project Manager and IRW MEAL team in Kabul, the consultant will conduct the following tasks:

* Travel to All provinces/ project sites and develop short films and stories
* Develop content for social media messaging from community-based infrastructures
* Develop social media and video content from women entrepreneurs under ABADEI
* Prepare weekly email updates
* Develop real life case stories for the right holders of ABADEI
* Create 3 powerful videos and content to be released through global major media streams

**Deliverables**

**Production of media material:**

* **3 high quality short videos (max duration 20 minutes) Showcasing the impact of the project, including interview of the beneficiary, b rolls, etc. Different versions of the videos should be developed for the various platforms such as reels/vertical format for Instagram.**

* **25 photo stories highlighting the impact of the project**
* **10 short clips covering the project activities**

**Social media management:**

* **Social Media Calendar for 6 months**
* **Creating social media blurbs and posting the approved material on social media platforms**
* **Analytics report every 3 months**

**Final Project Report:** The consultant submits a report with graphs on response rate on the campaign

**IRW members Responsibilities**

Team members will provide the following:

* + Facilitate the field visits
  + Review social media messaging
  + **8. Duration of the Consultancy and key milestones**

It is envisaged that the consultant will work with IRA throughout the contract duration.

**Required Qualifications and Experience of the Production House/Media Agency**

The firm will be required to have

* Visual Storytelling skills
* Proven experience of developing high quality video and photo content
* Proven experience of managing social media content

**Proposal and presentation:**

Interested agencies will share their proposals (including the big idea around the theme of video), budgets and categorically state any FOC with IRA. The proposal should contain experience of agency, assignment of similar nature, profiles of their technical team including their experience. Shortlisted agencies will be called to provide presentations to IRP selection committee. Based on the proposal, budget and big idea, an agency will be selected for the assignment.

**Application process**

The consultant is required to submit the following:

* CVs, including similar previously performed
* A short proposal on description of results and deliverables and methodology
* Work-plan reflecting all the deliverables.
* Financial proposal providing cost estimates and consultancy fees. Rates are negotiable.
* Please include all the costs, including consultant traveling, boarding, and lodging, taxes, and food

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