

# Request for Proposal (RFP)

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**Opening Date:** April 28, 2024

**Closing Date:** May 03, 2024

**Subject:** Service Consultancy – Photographer/Videographer

## **The Organization and context**

Afghanaid is a British humanitarian and development organisation operating in Afghanistan. Since 1983, we have worked with millions of deprived, excluded, and vulnerable families in some of the poorest and most remote communities in Afghanistan. We build basic services, improve livelihoods, and strengthen the rights of women and children, help communities protect against natural disasters and adapt to climate change, and respond to humanitarian emergencies.

In October 2023, a series of four shallow, strong earthquakes, measuring 6.3 each, rocked Herat province in Western Afghanistan. This has been one of the most devastating disasters to hit Afghanistan in decades.

Devastatingly, it is estimated that a staggering 1,500 people lost their lives due to the quakes, with the UN officials reporting that 90% of those killed were women and children. Over 175,000 people in nine districts were directly affected. Entire villages in these areas have been flattened, with approximately 21,500 homes completely destroyed and more than 17,000 buildings severely damaged.

Avaaz, a U.S.-based non-profit organisation with a global online activism network, put out a call for donations to its supporters following the quakes, asking them to support Afghanaid and their partner's response to the earthquake. With the funds raised, Afghanaid sub-granted approximately USD 125,000 to Herat-based Women's Activities and Social Services Association (WASSA), who have provided cash assistance to earthquake-affected disadvantaged households in the Gulran district of Herat province.

## **The Consultancy Assignment:**

Afghanaid is seeking the services of a professional filmmaker to produce a short 5-7 minute documentary film about the positive impact of Afghanaid and WASSA's earthquake response programme, and collect further photographs and case study content of project participants.

## **The Consultancy Objectives:**

### **Deliverables**

1. A 5-7 minute film following a storyboard established by Afghanaid, documenting the story of 1 female participant on Afghanaid and WASSA's earthquake response programme.
2. 2 written case studies with accompanying photographs of 2 further earthquake response programme participants.
3. Raw film footage.

<b>Deliverable #1</b>	<b>A 5-7 minute documentary style film documenting the story of 1 female participant on Afghanaid and WASSA's earthquake response programme.</b>
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<b>Purpose</b>	<p>To demonstrate the positive impact of Afghanaid and WASSA's earthquake response programme through the personal story of one female project participant.</p> <p>Through the subject, the film will ideally explain to the viewer through what happened during the earthquakes in October, explore how and why natural disasters in Afghanistan disproportionately impact women, outline what help the participant received from</p>
	<p>WASSA/Afghanaid, as well as showcase the importance of unconditional cash assistance in providing flexibility and agency to families in crisis.</p>
<b>Audience</b>	<p>Afghanaid's public communications audiences, Afghanaid's donors, Afghanaid's media contacts, Avaaz staff members, Avaaz audiences, and donors.</p>
<b>Content</b>	<p>Should follow the storyboard pre-established with Afghanaid.</p> <ul style="list-style-type: none"> <li>• Narrative, via interview with female project participant, should explore:</li> <li>• What happened to them in October when the earthquakes struck</li> <li>• Why disasters like earthquakes have more of an impact on women.</li> <li>• What support they received from WASSA/Afghanaid</li> <li>• Why being given cash was important to help them get back on their feet</li> <li>• Any other interesting details</li> </ul>
<b>Imagery</b>	<p>Examples:</p> <ul style="list-style-type: none"> <li>• Close ups of subject, both talking and not talking, smiling</li> <li>• Shots of subject interacting with family, neighbours, community</li> <li>• Shots of subject 'in action' - cooking, sorting things out in their home, travelling to a market, tending to animals or land</li> <li>• Shots which visually outline their living conditions and what the community looks like after the earthquakes</li> <li>• Shots which visually show how their life has improved</li> <li>• Shots which inspire hope - children playing, people rebuilding, landscapes dappled with sunshine</li> </ul>

<b>Voice/Audio</b>	<p>Interview with a female project participant, her family members and neighbours, and WASSA staff members, all to be used as narration.</p> <p>Appropriate track(s) of background music sourced by the consultant which has an inspiring, hopeful tone whilst suiting the tone of the film.</p> <p>Appropriate sound effects which help to situate the viewer in the location.</p>
<b>Key messages/themes</b>	<p>The gendered dimension to disasters and crises</p> <p>The resilience and strength of Afghan women</p> <p>The flexibility and agency unconditional cash gives to families in crisis</p> <p>Hope beyond the headlines</p>
<b>Inspiration</b>	<p><a href="https://www.youtube.com/watch?v=1I9pwXA24Jg">https://www.youtube.com/watch?v=1I9pwXA24Jg</a> - Wateraid film, 'The Power of the Light'. Entire 7 minute video about 1 person's story, and they tell the story entirely themselves.</p> <p><a href="https://www.youtube.com/watch?v=oDhx37xb01l">https://www.youtube.com/watch?v=oDhx37xb01l</a> - Wateraid film, 'Before the Dawn'. Again, film is 1 person's story, and they tell the story themselves.</p>

	<p><a href="https://youtu.be/oQKYKhaZE5U">https://youtu.be/oQKYKhaZE5U</a> - Working together to restore forests in remote villages in Badakhshan. A previous project film put together for Afghanaid.</p>
<b>Deliverable #2</b>	<p><b>2 written case studies with accompanying photographs of 2 further earthquake response programme participants.</b></p>
<b>Purpose</b>	<p>For use in Afghanaid reports and on social media and the website, these 2 written up case studies with accompanying high-quality photographs will demonstrate the positive impact of Afghanaid and WASSA's earthquake response programme in shorter form content.</p>
<b>Content</b>	<p>Interview with project participants should explore:</p> <ul style="list-style-type: none"> <li>• What happened to them in October when the earthquakes struck</li> <li>• What support they received from WASSA/Afghanaid</li> <li>• Why being given cash was important to help them get back on their feet</li> <li>• Any other interesting details</li> </ul>
<b>Note</b>	<p>If the consultant would prefer to collect the case studies as short 1-2 minute videos made up of interview/action footage, rather than as a written piece, this is acceptable. See below examples of when this has been done before to a standard acceptable to Afghanaid.</p>

<p><b>Inspiration</b></p>	<p><a href="https://www.afghanaid.org.uk/for-najibullah-and-his-family-support-came-at-just-the-right-time">https://www.afghanaid.org.uk/for-najibullah-and-his-family-support-came-at-just-the-right-time</a> - Najibullah’s story, <b>written</b> format</p> <p><a href="https://www.afghanaid.org.uk/sowing-seeds-of-change">https://www.afghanaid.org.uk/sowing-seeds-of-change</a> - Amena’s story, <b>written</b> format</p> <p><a href="https://youtu.be/sp3LsY0muo4">https://youtu.be/sp3LsY0muo4</a> - Weaving a new social fabric: Khadija’s Story, <b>video</b> format</p> <p><a href="https://www.youtube.com/watch?v=RuQB7rudnjo">https://www.youtube.com/watch?v=RuQB7rudnjo</a> - Resilience through savings: Sharifa’s Story, <b>video</b> format</p>
<p><b>Deliverable #3</b></p>	<p><b>Raw film footage</b></p>
	<p>All raw footage in 4K resolution, photographs, related content, and editing files collected on the trip must be handed over to Afghanaid at the end of the consultancy.</p>
<p><b>Notes for all deliverables</b></p>	
<p><b>Imagery</b></p>	<p>Afghanaid has a large amount of B-roll footage, including footage from the weeks following the earthquakes in October 2023, which can also be utilised to help illustrate the full story of the participant.</p> <p>All of Afghanaid’s storytelling ensures project participants are shown in a dignified manner and as active agents in shaping brighter futures. The organisation is committed to ethical, decolonised storytelling which challenges stereotypes about Afghanistan.</p>
<p><b>Branding notes</b></p>	<p>Afghanaid will provide the consultant with logos, a style guide and branding information e.g. colours, icons fonts for both Afghanaid and WASSA, as well as offer specific branding feedback as required during the post-production process.</p>
<p><b>Filming locations</b></p>	<p>Herat</p>
<p><b>Translation and accessibility requirements</b></p>	<p>Any interview footage gathered in Dari/Pashto/a language other than English is to be fully and accurately translated into English and subtitled in post-production. The consultant should collaborate with WASSA and Afghanaid staff to collect these translations.</p> <p>The consultant should also incorporate translation changes and clarifications received within the feedback window.</p>

<b>Final exports</b>	Final films to be delivered in full 4K for archive and the consultant should also produce 1080p web friendly versions for Afghanaid’s social media and website.
<b>Disclaimer</b>	The project, all data and information, especially that of a sensitive nature, must be treated as confidential during the consultancy and after the consultancy ends. Afghanaid will retain the rights to all content gathered during the consultancy.

**Methodology/Approach (PRE) PRODUCTION**

- Look through any relevant existing Afghanaid footage collected immediately after the Herat earthquake to identify what can be used according to the needs of the storyboard;
- Conduct interviews with project participants on video, as well as relevant Afghanaid/WASSA staff, identifying a key character for the long-form film who can satisfy the needs of the storyboard and is comfortable spending a duration of time with the consultant;
- Take engaging high-quality ‘action’ videos of project participants walking around the village, in their home, with their family, doing activities related to cash assistance;
- Take video footage of people, landscapes, activities in the wider village;
- Take hopeful video footage which articulates the impact of the earthquake response programme;
- Collect additional B-roll footage which can be used as required in the films;
- Work with WASSA/Afghanaid to collect translations to ensure all interview footage gathered in Dari/Pashto/a language other than English is accurately subtitled into English in Post-Production.

**POST PRODUCTION**

- Produce a 5-7 minute film using the gathered content, closely following the storyboard established with Afghanaid and suggesting relevant adjustments as required by the success of the content collection trip;
- Deliver a first cut of the films according to the pre-established timeline after returning from the content collection trip;
- Engage in 1 round of feedback and edits based on the pre-established timeline, except for extra in the event of errors;
- Deliver final films in full 4K for archive and produce 1080p web friendly versions for Afghanaid’s social media and website. The consultant should provide two videos: an accessible version in which the entire video is subtitled, and another where there is no subtitling.

**The overall Responsibilities:**

**Consultant:**

- Provide all necessary camera, microphone, lighting and editing equipment needed for the trip and production;
- Adhere to the agreed storyboard and timeline as closely as possible, communicating effectively and constructively with Afghanaid staff members where flexibility and resourcefulness may be required in the storyboard and working style to achieve success;
- Be based in Afghanistan, so that they available to travel to Herat province on required dates of consultancy;

- Project manage the entire assignment and deliver all deliverables within the specified time frame.

## **Afghanaid:**

- Support the consultant with obtaining any permissions required for travel;
- Cover the costs of all travel to and from Herat;
- Provide accommodation and a per diem for meals and incidentals for the duration of travel in Herat;
- Cover the costs of a Mahram if required by the consultant;
- Provide access to additional raw footage and content for the consultant for use in the film;
- Develop an itinerary with WASSA for the content collection trip;
- Create a storyboard for deliverable #1;
- Provide 1 round of feedback and edit notes during post-production according to the pre-established timeline.

## **Payment:**

Payment will be made in USD to the bank account provided upon receipt of all of the outlined deliverables and an itemised invoice.

## **Working days:**

- 5 filming days
- 8 editing days
- 2 travel days
- The consultancy assignment will take place between 11th May 2024 and 31st May 2024. The consultant must have availability on these dates to be considered.

## **Reporting Line:**

The consultant will report to Afghanaid's **Head of Communications and Giving** in the UK office, and work with Afghanaid HO and WASSA staff where required.

## **Person Specification Essential**

- Be female, or ready and willing to work productively with Afghanaid and WASSA's female members of staff to facilitate comfortable access to women participants;
- be Afghan, as Afghanaid wants to support Afghan talent as part of this project;
- be able to speak Dari/Pashto and a good standard of English, and therefore would not need a translator to accompany them and would be able to handle first pass of footage translation independently;
- have a collaborative nature and openness to working closely with Afghanaid and WASSA staff members to achieve desired results, whilst taking the lead on all aspects of the assignment;
- be adaptable, resilient and resourceful within an unpredictable working environment, able to identify challenges that may require storyboard adjustments and creatively finding workarounds where possible;
- be ready and willing to adhere to Afghanaid and WASSA's security protocols;
- have an extensive creative portfolio that includes the styles of filming and photography work that would fit with Afghanaid's brand style;
- have a strong knowledge of and passion for mobilising support for NGOs through film;
- Be able to travel to Herat in May 2024 and able to adhere to the pre-established deliverable timeline as established with Afghanaid.

## Desirable

- have a fully licensed drone and experience operating it to obtain richer, aerial footage;
- have experience working with an NGO and producing films and written stories about humanitarian and development issues;
- have experience creating animated title or call-to-action sequences;
- Be willing to offer a charitable discount for consultancy services.

## 3) Key Staff/Lead Consultant

- Identify key staff that will be dedicated to providing this consultancy.
- Describe the education and experience of key staff relevant to the requested services.
- Team composition and time allocation

## 4) Consultancy Cost

- Provide a detailed budget for the consultancy services and a breakdown of consultancy costs for the overall assignment in USD.

## CONTACT DETAILS & SUBMISSIONS

National firms/individuals that meet the above requirements should submit their application to [karthur@afghanaid.org.uk](mailto:karthur@afghanaid.org.uk) by **4:30 pm (Kabul time) on 3<sup>rd</sup> May 2024**, including the following as the subject line: **“RFP No. AAD-04-2024 Proposal for Service Consultancy – Photographer/Videographer”**. Applications without the proper subject line or submitted after the deadline will not be considered. Due to the high volume of applications we receive, we are unable to respond to every application. If you have not heard from us within 2 weeks of the deadline, then you have not been successful for shortlisting

The application should include the following:

- A letter of interest including complete contact details, previous relevant experience and references
- A creative portfolio, which showcases both photography and videography work, and curriculum vitae (maximum 2 pages). Applications without a creative portfolio will not be considered.
- Quotation/ Professional fee

If you have any questions regarding this request for proposal, please email [karthur@afghanaid.org.uk](mailto:karthur@afghanaid.org.uk) no later than **4:30 pm (Kabul Time) on 1<sup>st</sup> May 2024** so that we have time to respond to your request before the deadline for applications.

Electronic copies of the portfolio /Quotations in response to this request are to be submitted **4:30 pm (Kabul time) on 3<sup>rd</sup> May 2024**.

Only qualified applications meeting the above criteria will be shortlisted. Due to the high volume of applications we receive, we are unable to respond to every application. If you have not heard from us within 2 weeks of the deadline, then you have not been successful for shortlisting.