Terms of Reference (ToR)

Production of short video Public Service Announcements (PSAs) and video feature stories for the Conserving Natural Capital and Enhancing Collaborative Management of Transboundary Resources in East Africa (CONNECT) project

<table>
<thead>
<tr>
<th>Organization</th>
<th>International Union for Conservation of Nature (IUCN) EASTERN AND SOUTHERN AFRICA OFFICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project</td>
<td>Conserving Natural Capital and Enhancing Collaborative Management Of Transboundary Resources In East Africa (CONNECT)</td>
</tr>
<tr>
<td>Position type</td>
<td>Short term consultancy</td>
</tr>
<tr>
<td>Assignment</td>
<td>Production of short video Public Service Announcements (PSAs) and video feature stories as part of the CONNECT campaign</td>
</tr>
<tr>
<td>Reporting to &amp; working with</td>
<td>Caroline Nyamamu (Communications) &amp; Sophie Kutegeka (CONNECT Chief of Party)</td>
</tr>
</tbody>
</table>

Background

The International Union for Conservation of Nature, IUCN, is the world's largest global environmental organization that focuses on finding pragmatic solutions to our most pressing environment and development challenges. IUCN has three programme areas: (1) Valuing and conserving nature; (2) Effective and equitable governance of nature’s use and (3) Deploying nature-based solutions to global challenges in climate, food and development.

IUCN in partnership with TRAFFIC - the wildlife trade monitoring network, and the Worldwide Fund for Nature (WWF) and in collaboration the EAC Secretariat and the Lake Victoria Basin Commission (LVBC) is implementing the Conserving Natural Capital and Enhancing Collaborative Management Of Transboundary Resources In East Africa (CONNECT) project, funded by USAID.

CONNECT aims to strengthen the conservation and management of natural resources shared by East African countries including wildlife and landscapes popularly referred to as transboundary natural resources. By strengthening existing regional conservation initiatives through generating evidence-based information, innovative methodologies, tools, and best practices, EAC Partner States and their citizens will reap the benefits of their natural resources.

About the CONNECT Awareness raising campaign

CONNECT project has an approved communications and branding strategy which aims at supporting the project actions and enhancing their visibility, informing and encouraging active participation from the relevant stakeholders and promoting the project results.

Noting that wildlife contributes to the region’s natural capital and is a critical asset for East Africa’s future growth and sustainable development, CONNECT is rolling out an awareness raising campaign in collaboration with various stakeholders, as part of the project's communication strategy. The campaign will support increase in awareness of the economic and intrinsic value of living wildlife.

Objectives for the CONNECT campaign:
- Document and disseminate inspiring stories of communities enjoying benefits of living wildlife in the EAC members states;
- Increase awareness of the role of various stakeholders in wildlife conservation and prevention of wildlife crime;
Bring stakeholders together to discuss the opportunities and challenges in conservation. This may include discussions on the impact of COVID-19 on poaching, trafficking, wildlife crime and tourism.

**Expected outcomes:**
- Increased awareness on the value of living wildlife
- Increased awareness on the innovative methods of conservation / prevention of wildlife crime
- Increased stakeholder engagement as a result of being inspired by each other's' stories

**Objective of the assignment:**
This consultancy is among the activities for the above mentioned campaign. The overall objective is to produce audio visual material including short video Public Service Announcements (PSAs) and feature stories that can be used in various communication platforms, including during activity implementation, as part of the project communications strategy.

**Scope of work:**
The consultant selected for this assignment will perform the following indicative tasks:
- Develop the video/ PSAs and feature stories concept and scenario to be discussed with IUCN and project partner teams.
- Present a work plan for the assigned work
- Perform appropriate short interviews with the various stakeholders

**Outputs of the assignment**
The consultant will deliver the following outputs at various stages of the assignment:
- A minimum of three or more video Public Service Announcements (PSAs)
- A short feature story linked to the CONNECT campaign (5-7 minutes)

**Logistical support:**
IUCN will provide logistical support including facilitating travel related to the assignment. IUCN will also work with partners to provide support in arranging meetings with various stakeholders as part of production for the video PSAs

**Qualification / Profile of the suitable service provider**
- Minimum experience of three (3) years’ documented work experience in the area of film/reportage/documentary writing, producing, directing and editing. Previous experience in developing documentary films about activities carried out by development organizations will be an advantage.
- Exceptional video production skills (*Applicants with proven existing partnerships with media networks will have an added advantage*)
- Access to highest quality filming, light, sound and editing equipment.
- Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism.
- Ability to communicate and conduct interviews in English (*including translating the interviews in English where necessary*)
- Willingness and ability to conduct interviews with key stakeholders in consultation with IUCN

**Duration of work:**
The content creation and production is expected to take approximately 40 days. The consultant is expected to submit a schedule detailing the tasks to be undertaken and duration before, during and after content gathering.
Copyright and Intellectual Property Rights

- In consideration of the fees paid, the Consultant expressly assigns to IUCN any copyright arising from the works the consultant produces while executing this contract, noting that the consultant will also be acknowledged and credited accordingly as per the IUCN formats.

- The consultant may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from IUCN

Payment and confidentiality

- Payment will be made in 2 instalments
  - 50% after delivery of work plan, shooting schedule and scripts;
  - 50% after delivery and approval of all final products

IUCN reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines. If the producer ending the contract prior to delivering all agreed upon products, a portion of the payments shall not be paid. The contractor undertakes to maintain confidentiality on all information before the publication of IUCN and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment.

Applications

All applicants must meet the minimum requirements described above. Only short listed candidates will be contacted.

Each application should include the following:

- Cover letter with the applicant’s current contact information including how the candidate’s previous experience matches the consultancy objectives as well as their interest for the consultancy (no longer than two pages);
- Brief work plan on how they intend to carry out the assignment;
- Detailed budget of the work;
- CV of consultant and professional references;
- Samples of recent similar assignments: online portfolios and links to video work/documentaries;
- Applications not including all of the above information will not be reviewed. Only short listed candidates will be contacted.

All applications should be sent to:
info.esaro@iucn.org

Applications should be received by 7th September 2020.