**Terms of Reference – Interviews, Video Production and Editing, and Infographics**

**"Save Our Mangroves Now (SOMN) project in Eastern and Southern Africa"**

**Background**

Save Our Mangroves Now! (SOMN) is a joint commitment of BMZ, IUCN and WWF to intensify efforts in mangrove conservation.

It aims to upscale and focus global efforts to stop and reverse the decrease and degradation of mangrove habitats, and supports the target of the Global Mangrove Alliance (GMA) to increase the global area of mangrove habitat by 20% over the current extent by 2030.

Building on IUCNs and WWFs wide engagement and sound experience in mangrove conservation, this initiative has the ambition to create a variety of partnerships and cooperation with other mangrove organizations, initiatives and countries.

Save Our Mangroves Now! provides a platform for knowledge sharing and the exchange of experience in order to encourage collaborations and to foster synergies. It focuses on supporting the Western Indian Ocean region in becoming a mangrove conservation champion by aiming at achieving the ambitious goal of no-net loss of mangroves by 2030.

*Countries of implementation: Kenya, Madagascar, Mozambique and Tanzania*

This TOR is focused on two countries in the Eastern and Southern Africa region - **Kenya and Mozambique,** and is explicitly designed to cover on-site filming and interviews, creation of video stories from the filming and interviews, a set infographic from the report on socio-economic profiling of mangrove ecosystems and case studies.

**Deliverables:**

IUCN requires the services of a reputable firm or expert to undertake on-site filming and interviews where possible in two countries: Kenya and Mozambique, specific to ongoing Save Our Mangrove Now work in these countries IUCN requires a fully edited suite of 2 short video interviews that include current project activities, with one video per country (Kenya and Mozambique), combined with video and motion graphics introduction and conclusion to make a longer video story. Separate animation on the socio-economic importance of mangrove ecosystems based on a report from the recent study is also required.

Segmented video footage needs for the story is as follows:
- 2 minutes: Introduction and a narration on Save Our Mangrove Now (SOMN) (through motion graphics)
- 1 minute: Introduce SOMN, and the ongoing initiatives being implemented as part of the bigger project

- 5 minutes each: Present the three initiatives in Countries: Kenya and Mozambique
- 1 minute: Conclusion of SOMN and regional impact
- 1 minute: Overall global impact of SOMN work and conclusions
- 2 minutes: The Voice of Local Communities in Mangrove Conservation
- 30 seconds: closing

The service provider will be expected to develop the script of the voiceover narratives, as part of a full story board, including a mark-up of where edits are to be made for the footage for each section (start and endpoints). This includes three scripts and text for each project interview

IUCN requires infographics to support the country specific videos. Each infographic will be high-resolution, one A4 size for printing and web, and shall focus on:

- Who they are
- Geographical location
- Partners and community engagement
- Problem that each country project is trying to solve, as a part of the SOMN project
- Actions being taken, outcomes and impacts to date for each country
- IUCN and partner logos and social media links
- Next steps

**IUCN will provide:**
- Introductions to the project implementing teams
- Introduction to the IUCN SOMN team involved in the project
- High-resolution images from the project teams – where available
- Guidance on motion graphics needed that will demonstrate SOMN initiative
- The opening and closing remarks for each section
- Detailed information to support production of infographics (one per country)
- All related logos
- For the video work and the infographics, guidance by the IUCN project teams shall provide two rounds of feedback and approval for a final version
- Final report on the Socioeconomic profiling of mangrove ecosystems in the two countries

**Schedule** (*specific dates and timelines to be agreed on once the service provider has been identified):*
- Introductions and kick-off meeting (virtual and/or in person if possible)
- Interviews, shooting, discussions
- Check in meeting (No1), review of progress, to share first drafts of videos, infographics and case studies
- Check in meeting (No2) and final review

**Budget:**
Up to 30,000 USD, paid in 2 instalments: 1x at signature (40%) and 1x at delivery and acceptance (60%)

**Deadline:**
Applications should be received by April 8 2021 – Note that the applications will be reviewed on a rolling basis

**Submissions:**
Submissions should be made to info.esaro@iucn.org