

TERMS OF REFERENCE

Multimedia production services to showcase human capital benefits of the SWEDD

I. CONTEXT AND JUSTIFICATION

The Sahel's Women Empowerment and Demographic Dividend (SWEDD) programme was launched in 2015 to help increase women and adolescent girls' empowerment and their access to quality reproductive, child and maternal health services in selected areas of the participating countries (Benin, Burkina Faso, Chad, Cote d'Ivoire, Mali, Mauritania and Niger), and to improve regional knowledge generation and sharing as well as regional capacity and coordination. SWEDD interventions are organized around three main development objectives:

- i. Component 1 - Increasing demand for reproductive, maternal, neonatal, child and adolescent health and nutrition commodities and services;
- ii. Component 2 - Improving supply of those commodities and qualified personnel at regional, sub-national and rural levels
- iii. Component 3 - Strengthening advocacy and capacity for use of demographic and gender policies.

One of the main strategies for achieving these goals under project sub-component 1.1 is a regional social and behavior change campaign (SBCC), which is considered essential for changing mentalities and empowering women and youth. To this end, a series of TV and radio spots were developed, and an intensive regional media campaign was conducted over a period of 5 months between August and December 2018. This campaign was highly successful and reached 284 million individuals via televised spots and 340 million individuals via written and online press. The campaign's Facebook page also garnered 3.3 million views.

In 2019, the SWEDD STR aims to continue this campaign, as well as expand it via different and innovative formats.

II. PURPOSE AND OBJECTIVES OF THIS ACTIVITY

The purpose of this activity is to engage a media production firm for a period of one year to support the SWEDD STR in developing and producing editorial media products via a creative multimedia approach, in partnering with various media outlets, and in broadcasting the products.

Overall objective:

The overall objective is to provide access to information as a means of achieving sustainable developmental impact, to respond to the increasing need for digital storytelling, and to engage voices to trigger choices in the SWEDD countries. Audio, visual stories, photo essays, Facebook posts, Twitter campaigns, and videos for distribution via leading media outlets and platforms – are critical tools for increasing awareness on the theme of the project, as well as the project itself, and to eventually create sustainable impact.

Specific Objectives:

The STR is seeking the support of a media production firm to support the following tasks:

- 1) Technical support, development and production of media products and related content (both audio and audio-visual, from script to screen, as well as live sound and photography support) to showcase results achieved and to support communication about the SWEDD project's themes and activities
- 2) Distribution of media products via partnerships with major regional and international, and online media platforms.

III. SCOPE OF WORK

The scope of work will entail a creative multimedia approach. The contents will be based on human stories, in line with the SWEDD themes on youth (*Give a voice to youth from 10 to 19 year old*) and young couples (*Give a voice to couples from 20 to 35 year old*) from the SWEDD countries (and beyond, if necessary).

1. Pre-Production Phase

- i. Research and scriptwriting
- ii. Develop scripts for audio and video productions

2. Production Phase

- i. For audio production: Sound engineering and recording podcast audio
- ii. For video production: Video recording and editing - short interviews based on the SWEDD' themes or/and related to the project' interventions, in addition to short videos of the environment, family, community, etc. The videos should have motion graphics and musical scores to produce a seamless, creative and engaging video according to the script developed.
- iii. For photographic production: Photo of interviewees and surrounding, people in situation.
- iv. Writing/articles: Materials produced should be delivered with details captions and written stories of 500 words to stand alone as articles.

3. Distribution/broadcasting phase

- ii. The firm should select and partner with media platforms who are leaders in their field, have as audience the targets of the project (adolescents aged 15 to 19, youth <24, women, men, political and community leaders) and have excellent technical capabilities to ensure a high-quality, regular broadcasting.
- iii. Produced content should be broadcast on multi-platform (see example matrix below) to ensure high visibility of the products.
- iv. The firm will provide the rationale as well as the strategy behind the choice of selected media platform.
- v. The firm will be responsible for preparing a monthly media plan for diffusion and liaise directly with the media platforms (sharing in due time the media plan and the content produced in format required by the media platforms)

Note: The below matrix is given as an example, and firms are not limited to the outlets mentioned below. The technical offer should include the firm’s proposal of the outlets with which they will partner and broadcast the products.

RADIO	TV	DIGITAL PRESS	SOCIAL MEDIA
RFI	France 24	OkayAfrica	Twitter
		Orange	Facebook
	Gulli Africa	Dailymotion*	WhatsApp
		YouTube*	Instagram

4. Monitoring Phase

- i. The production company should ensure that each media product is broadcast according to the media plan.
- ii. The firm will provide regular update on the reach and impact of the content created and broadcast (numbers of views, views per age/sex/country, etc., and any other relevant information)

IV. DELIVRABLES

The production schedule will be finalized in collaboration with the selected firm; however, the overall deliverables to be produced are as follows:

- 21 audio stories (podcasts) in French on youth of 15 min each (delivered in pastille), delivered in shorter format of 1 to 2 minutes to showcase them as a series;
- 7 audio stories (podcasts) in French on young couples/families of 15 min each (delivered in pastille) delivered in shorter format of 1 to 2 minutes to showcase them as a series;
- 28 videos, interviews of the people focusing on a specific message of 1 min + extra behind the scene (1 min)
- 28 short stories in both French and English that can be used as articles with a min of 500 words.
 - o *The stories must be written in a journalistic style and include recent data, a human interest perspective, text boxes and visual elements (illustrations, tables, charts, infographics) as relevant. Language should be punchy, simple and accessible for a general audience.*
- 28 photos of interviewees + extra on the surroundings and environment
 - o *A minimum of 50 edited photos per assignment in high resolution (at least 5 MB) with detailed captions (identity of the person, place, date, context, short description of the photo with informative data relating to the topic)*
 - o *Photos should be edited and captioned for use as part of stories, as well as for stand-alone publication*
 - o *Photos should include among others, profile shots, centers and landscape (with and or without people that display context)*
 - o *In addition, detailed captions in French must be organized in a word document and clearly indicated by an index number that corresponds to the photo.*
- Detailed monthly media plan
- Monthly monitoring report on reach and impact

IV. WORK PLAN / TRAVEL PLAN

The proposed production team will travel to all seven SWEDD countries to shoot the products. A production period of 3 to 4 days per country is required (not including travel days).

Proposed high-level work plan:

Proposed action	Proposed timing	Proposed location*
Field production	September 2019	Cote d'Ivoire, Burkina Faso
Campaign delivery/broadcasting	October-November 2019	Remote
Field production	January 2020	Mauritania, Mali
Campaign delivery/broadcasting	February-March 2020	Remote
Field production	April 2020	Niger, Chad
Campaign delivery/broadcasting	May-June 2020	Remote
Field production	July 2020	Benin
Campaign delivery/broadcasting	August-September 2020	Remote

***NOTE :** The proposed order of visits is tentative, and may be subject to change based on the availability of local counterparts. The proposed financial offer should include your maximum estimated travel costs for each country. During the contract execution stage, travel costs will be reimbursed based on actual costs incurred up to, but not exceeding the amount listed in the financial offer.

V. BUDGET RANGE

The budget range for this activity is between **70 000 and 95 000 USD**.

VI. REQUIRED QUALIFICATIONS

The firm must meet the following minimum requirements:

- Minimum 3 years of demonstrated experience in multimedia content creation at an international level;
- Strong portfolio of experience demonstrating excellent knowledge of media (traditional and digital), as well as content creation and capacity to partner with media outlets across different platforms;
- Ability to produce content in both French and English, and to liaise with UNFPA staff and counterparts in both languages;
- Good knowledge of the sub-Saharan Africa region' media landscape;
- Experience working with the International NGOs, UN system, particularly with UNFPA is an advantage.

The team members assigned to the project must fit within the below categories, and must meet the following minimum requirements:

Professionals	Required Qualifications
Head of the project,	· Expert in marketing and content distribution with media

Executive Producer, Expert in marketing, distribution and production of multimedia content	<p>platforms</p> <ul style="list-style-type: none"> · Minimum 7 years of experience in content creation and multimedia platform and project management · Excellent knowledge of media (traditional and digital) · Good knowledge of the sub-Saharan Africa region’ media landscape · Experience working with the International NGOs, UN system, particularly with UNFPA is an advantage · Fluency in French and English
Photojournalist and videographer	<ul style="list-style-type: none"> · Expert in visual communication, photography, video making, journalistic writing, and scriptwriting · Strong portfolio demonstrating experience creating high quality content on social issues, as well as previous work published in international media · Have at least 7 years of experience · Experience working with the International NGOs, UN system, particularly with UNFPA is an advantage · Fluency in French and English
Post-production Editor and Coordinator	<ul style="list-style-type: none"> · Expert in post-production, film, photo, video editing using graphics and music · Have at least 7 years of experience · Strong portfolio demonstrating experience creating high quality content on social issues, as well as previous work published in international media · Experience working with International NGOs, UN system, particularly with UNFPA, is an advantage · Fluency in French and English

VII. MONITORING / SUPERVISION

The team will work under the supervision of the SWEDD Regional Coordinator and Communication Specialist, and will be in close contact with designated focal points in country.

VIII. SPECIAL CONDITIONS

- a. UNFPA will provide the firm with UNFPA photo guidelines, background information about countries and UNFPA work, as well as logistical support during field missions.
- b. UNFPA will also facilitate interaction with key stakeholders in the field. If necessary, the consultant will be accompanied by a UNFPA staff during the assignment in countries
- c. **Ethical reporting**
 - i. The photographer/videographer/journalist is responsible for clearance with subjects to ensure informed consent for the use of their image(s). A sample of a subject release form will be provided, along with ethical reporting guidelines.
 - ii. The photojournalist/videographer must show tact and cultural sensitivity at all



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times and respect ethical reporting guidelines.

d. **Cancellations**

- i. UNFPA reserves the right to cancel media mission(s) before the shooting or shorten the actual shooting for an important reason such as a deterioration of the security situation in programme country.