

TERMS OF REFERENCE

Impact videos production

PROGRAMME BACKGROUND

Solidaridad, Fairfood, TrustAfrica and Business Watch Indonesia are working together on a five-year programme RECLAIM Sustainability! (2021-2025). It is implemented in the strategic 'Power of Voices' partnership with the Dutch Ministry of Foreign Affairs (in the framework of Strengthening Civil Society). We strive to foster inclusivity and sustainability in global value chains, where the perspectives of farmers, miners, workers and citizens are represented in decision-making, and civil society is strengthened. Gender and social inclusion are an integral part of our programming and envisioned impact.

SCOPE OF WORK

We have selected 3 projects from our global programme to be featured in **3 impact videos** (1 impact video per project) to showcase the programme, including a diverse representation of commodities, themes, and locations.

We seek to hire an external creative agency (preferably based in the Netherlands) that can take the implementation lead in this process. The bulk of the work is to be carried out in 2024. This will involve:

- Taking care of the creative, practical and production side of the videos;
- Gathering/producing the material for the videos and creating (including final editing) three impact videos in the same style, so it can be recognisable as belonging to the same programme;
- Working closely with the teams based both in the Netherlands and in the respective regions of the selected projects (i.e. staff of the RECLAIM Sustainability! partners);
- Creating high-quality photographic material of the selected projects;
- In 2025, creating a compilation video featuring earlier footage from the 3 videos, which we will use for further communication purposes about the RECLAIM Sustainability! programme.

Please note: this assignment does **not** include international travel by the staff of the agency from the Netherlands to the respective locations (our available budget does not allow for this, and we are keen to keep our carbon emissions to a minimum). Ideally, we seek to work with an agency that can take on the production from start to finish, including delegating the filming and photography to your existing local partners in the respective countries. At the same time, the job of the agency will also involve working closely with our programme staff in the Netherlands, and in the countries of the selected projects.

In total, we are looking to produce 4 videos:

- Case study #1: English subtitles & no subtitles
- Case study #2: English subtitles & no subtitles
- Case study #3: English subtitles & no subtitles
- Overview video (in 2025) combining all three case studies: English subtitles & no subtitles

With the expertise in producing creative content, we expect the agency to lead the production and editing of the videos and photos. Furthermore, the creative agency is expected to provide creative suggestions and decisions in developing the videos and photos to ensure that they have the maximum potential to reach the target audience. The respective teams of the RECLAIM Sustainability! partners will be available throughout the process for general support, particularly relating to the thematic content.

PURPOSE OF VIDEOS

To share the programme's impact with (international) donors, partners and civil society organizations to engage them in the vision and mission of RECLAIM Sustainability!, and hereby help to secure further and new funding and/or partnerships.

TARGET AUDIENCES

- International donors (including the Netherlands Ministry of Foreign Affairs, the donor/strategic partner in this programme)
- Partners (private sector)
- International civil society organizations

LOCATION - SELECTED PROJECTS

- **India:** Nilgiris in Tamil Nadu (South India) and Assam and North Bengal in the East

Depending on further planning, we may select one of the above regions.

- **Peru:** to be decided, based on further planning

Please note that we already have some recent video material of this programme (created for a project documentary), some of which may also be usable for the purposes of this impact video. To be specific, this video material was produced in the regions of Madre de Dios, Arequipa and Rinconada. Should this raw material be used for the new video, it may be good to shoot extra footage in Lima and/or Arequipa.

- **Uganda:** Bushenyi district

CASE STUDIES BACKGROUND

- **Case study 1: Tea programme in India (implemented by Solidaridad Asia)**

Brief storyline: 1) Empowering small tea growers through the adoption of Good Agricultural Practices, connecting them with local tea factories, and enabling them to ascend the value chain. 2) Amplifying the growers' influence by fostering various collectives, allowing them to collectively negotiate for improved prices and access to cost-effective field inputs. 3) Enhancing the Small Tea Growers Association's capabilities and cultivating leadership skills to ensure effective management of the association.

Key impact themes: Multi-stakeholder collaboration, dialogue, capacity strengthening, gender equality and social inclusion. More information can be found [in this article](#).

- **Case study 2: Gold programme in Peru (implemented by Solidaridad Latin America)**

Brief storyline: The National Network of Women in Artisanal and Small-Scale Mining (ASGM) is the first association dedicated to advocating for the rights of women in artisanal mining in Peru. It brings together 20 national associations and supports over 400 women miners. To date, they have participated in 3 national and international dialogue instances, presented a regulatory proposal, are preparing their first documentary, and will play a significant role in the financial inclusion of women in ASGM in the country.

Key impact themes: Gender equality and social inclusion, women's empowerment, national legislation. More information can be found in [this article](#).

- **Case study 3: Coffee programme in Uganda (implemented by Fairfood and Solidaridad East & Central Africa)**

Brief storyline: Proving the business case of traceability and transparency: Aligning local stakeholders, digitally connecting farmers to the supply chain, tracing coffee from tree to cup, onboarding international private sector partners, engaging consumers.

Key impact themes: Private sector engagement, traceability/transparency, innovations. More information can be found in [this article](#).

DELIVERABLES

Our available budget in 2024 is €32.000-€36.000. The expected results are:

1. 4 high definition (HD) format storytelling videos (for multiple usages: Website, YouTube, Instagram, Facebook, LinkedIn), with subtitles, 2-3 minutes, including:
 - a. Interviews with involved stakeholders (farmers, miners, field workers, coops, international brands, politicians, etc.)
 - b. B-roll footage of mining, farming, etc.
 - c. Drone footage
2. ±60 photos, including pictures of:
 - a. Female miners
 - b. Gold mines
 - c. Coffee farmers (male and female)
 - d. Coffee farms
 - e. Tea workers (male and female)
 - f. Tea plantations
3. We would also like to receive the pre-post raw editing materials from the videos, i.e. selected materials in high-res, without subtitles, music and graphics.

DURATION

Planning:

- Briefing: December 2023
- Concept: January/February 2024
- Video production: May - October 2024
- Post-production: August - November 2024
- 3 impact videos def: early December 2024
- Compilation video def: May 2025

PROPOSAL SUBMISSION PROVISIONS

We invite a qualified video agency to submit a bid proposal, including the following information:

1. Profile and relevant experience. For the purpose of this assignment, the video agency is required to have a legal entity working in India, Peru and Uganda, with minimum 5 years experience as a production house.
2. Video production approach. Determination of video production strategies and planning.
3. Video production costs. The production costs include fee, materials, any travel costs (i.e. by local staff to the video production locations), and any other costs. The costs should include the basis for charging costs and billing schedules that the video production proposes, and also VAT.
4. Timeline. When the agency can start and finish the production process.

SELECTION CRITERIA

We will select the agency based on a combination of criteria, including Value for Money principles, competitive cost packages, (creative) strategies and planning, and required time to complete the assignment. Interested potential agencies are required to submit their complete proposal no later than **Sunday, 12 November 2023**.

The proposal (motivation letter, cv/portfolio) should be sent by email to: **channa@fairfood.org**

DEADLINE

The 3 impact videos are expected to be submitted no later than **early December 2024**. The compilation video is needed by May 2025.