MELCA-Ethiopia

the David & Lucile Packard FOUNDATION

Movement for Ecological Learning and Community Action (MELCA-Ethiopia)

Term of Reference (ToR):

For the Production of a Video Documentary and Preparation of Magazine Publication on MELCA-Ethiopia's Programs and Projects intervention achievements and Change Stories

January, 2022
Addis Ababa
Ethiopia

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1. Background

Movement for Ecological Learning and Community Action (MELCA-Ethiopia) is a non-governmental, non-profit making indigenous organization founded in 2004. The organization recently re-registered with the Agency for Civil Society Organizations on the 14th of November 2019 in accordance with Civil Society Organizations Proclamation No. 1113/2019 having a registration number of 0348. MELCA-Ethiopia operates in 5 project offices in 4 regional states (Oromia, Amhara, Southwest Ethiopia Peoples Regional State and Gembella Peoples Regional States).

The organization has a vision to see healthy and prosperous people, who preserve their bio-cultural diversity, and the mission is focused on working for healthy ecosystems, resilient communities, and critical young generation through developing and institutionalizing innovative approaches and experiences. Its core values include integration of culture and environment, traditional and scientific knowledge system, intergenerational learning and celebrating diversity. To realize its vision, MELCA-Ethiopia focuses on implementing four core programs Environmental Governance, Agro-ecology, Children and Youth Empowerment, and Eco-friendly Livelihoods Improvement Schemes all of which are employing gender as a cross cutting subject.

As part of the Capacity Development grant and Visibility and promotion activity financed by the David and Lucile Packard Foundation, MELCA-Ethiopia is calling for proposal from a competent and interested film Makers Company or broadcasting agencies for the production of a documentary video and magazine publication of MELCA-Ethiopia's Programs and Projects interventions related Change Stories.

1. Overall Objectives of the Assignment

The overall objective of the assignment is to produce, document and disseminate media format documentary video material and magazine publication of MELCA-Ethiopia's programs and projects interventions related achievements, impacts, best practices, and stories of change.

1.1 Specific Objective of the Assignment

- To increase and raise public awareness, visibility and understanding about MELCA-Ethiopia vision, mission, goal and programs.
- To compile MELCA-Ethiopia’s best practices and stories of changes and produce media material.
- To engage different MELCA-Ethiopia stakeholders through audiovisuals and publication channel medium.
- To document and share experiences of MELCA-Ethiopia projects and programs interventions to stakeholders and wider public.

2. Scope of The work

The filming activity will be carried out for three projects located: 1) Bale Project in, Oromia National Regional State, 2) Majang Project in, Gambela Peoples Regional State and 3) Sheka Project in, Southwest Ethiopia Peoples Regional State (Sheka project) and head quarter in Addis Ababa. The film duration will be one hour in total. The film director is expected to review all project documents and report materials, audio and video earlier products in order to better understand the vision, mission, goal, programs, and projects of MELCA-Ethiopia. The main sources of information for this documentary film are the grassroots beneficiaries, changes in the environment/landscape, partners, concerned government federal, regional, zonal and woreda authorities, MELCA's management and staff and other informative stakeholders in the areas.

3. Responsibilities of the Film Producer

3.1 Pre-production Stage

- Write a full proposal and story line of the event to be captured and submit to MELCA.
- Develop the documentary film's script and storyboard to be used in the film, overall concept and scenario.
- With the assistance of MELCA, identify the main characters/interviewees of the film
- Prepare interview questions for all interviewee with assistance and approval of MELCA
- Present detail work plan for the assigned work specifying travelling days

3.2 Production Stage

- Capture professional standardized videos shot by 4k quality video camera, drone camera, high quality sound recorder material, all necessary light equipment, and professional editing software.
- Record the necessary stories, learning, interviews and exposures as per MELCA arrangement of beneficiaries, government stakeholders and relevant bodies.
- Ensure the quality of content, interviews and over-all style of the product
- The filmmaker must work in a socially responsible and ethical manner. The consent of the characters interviewed must be ensured and their privacy respected. The filmmaker should be aware of unexpected consequences the film can have on culture and endogenous peoples and consult all sensitive issues before actually filming them.
- Ensure the quality of directing, camera takes, sound and light.
- All video shot should be taken by 16:9 aspect ratios.

3.3 Post Production Stage

- Present (submit) a draft documentary to MELCA-Ethiopia for comments about contents.
- Include all appropriate MELCA-Ethiopia branding, credit of participant on the production, interviewee credit, note of thanks and ownership for the produced videos.
- Edit the Video, Audio, image and subtitle footages in cinematographic professional manner, line with the script agreed and approved by MELCA-Ethiopia
- Using different cut with cinematographically manner
- Clearly identify location, name and age of interviewees, quotes and any relevant details
- Making narration script and narrate with voice over on the documentary video in Amharic language.
- Embed English subtitles into video including all interview and narrations.
- Submit final edited master documentary video, all taken video, audio, and image footages and edited magazine for suitable format to Medias usage.
- Final products of the film have to prepare 30mints version for television broadcasting and 1 hour video documentary for organizational consumption and the film should be convertible to different formats for use on TV, radio, web.

4. Methodology

The consultant is expected to develop the methodology to be used to undertake the assignment. In this connection, the consultant is expected to elaborate the approach and tools to be used including action plan in the inception report.

5. Deliverables:

The filmmaker will expect to deliver:

- Technical and financial proposal describing the steps of conducting the filming and methods of filming, and the financial plan
- Inception report overall concept and scenario including methodology and approaches.
- Detailed preproduction, production and post-production schedule for filming process.
- Documentary film scripts or story board, including proposed interview questions (all interview questions and script have to get approval from MELCA.)
- First cut of the documentary on DVD for comments to MELCA
- The main language to be used as a communication medium throughout the film will be Amharic with English sub title
- The film is expected to be in broadcast quality DVD and in other appropriate formats that enables the films to be uploaded to MELCA's websites and distributed via social Medias.

- Submit master of all interviews and other footage shot collected during the filming in 1 TB hard disk for any possible future production initiated by MELCA
- Submit well edited one hour documentary film in 100 DVD professionally labeled and packed DVD as well as master and all footage shot collected during the filming and well-designed magazine in a non-returnable 1TB hard disk.

6. Content and Preliminary Scenario

The film maker is expected to Select the most impactful stories of change from the target area and make the necessary interviews and video recording and the documentary ideally will have a clear, professional and understandable cinematographic form. He/She should also employ other possible data collection methodology that can be an input to be used for the film. In addition the following issues should be considered by the client:

- The characters to be captured or interviewed will be arranged by MELCA-Ethiopia in consultation with and prior notification of the client.
- MELCA-Ethiopia will take the responsibility to assign focal person at each project to closely support the film maker.
- MELCA-Ethiopia will take the responsibility to avail transport facility to and from the places where interview as well as recording takes place

7. Tentative Work Schedule

The film maker needs to prepare and submit schedule Then, MELCA-Ethiopia and film maker will have a joint discussion and negotiation to agree on starting and end date of the task. MELCA-Ethiopia proposes the duration for the entire task to be 45 days after signing of the contract agreement with the consultant and client.

8. Qualification Requirement of the film maker

The **Filmmaker** is expected to:

- Have previous experience in making video documentaries on related issues.
- Fluent in English and Amharic language.
- To have undertaken relevant filmmaking (editing, photography, sound, light).
- Provide profile of relevant professionals to be involved which have related qualification with the filming (MELCA will check real involvement of listed professionals in the technical proposal during actual film production)
- Be a Consultant, organization, or a TV production company that should have extensive experience in producing public information video films.
- Experience in working with NGOs and/or international donors as well as in working with state institutions and CSOs in Ethiopia. And the film makers have to submit DVD samples of previous works.
- Excellent technical capacities to ensure smooth and high quality production (video production staff, owner of its own video production studio or a documentary proof of an access to studio, etc.).
- Excellent planning and organizational skills.

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9. Selection Criteria

NO	Technical proposal elements	Weight out of 85%	Remark
1	Deployed Consultants qualification and experience: DVD sample of previous works of similar nature as well as full list of productions completed and in process:	40%	
2	Proposed methodology, approach (creative and innovative ideas) and implementation plan with proposed timeframe for pre-production, production and postproduction	25%	
3	Availability of well-organized Office set up and advancement of audio visual materials 20%	20%	
II	Financial proposal elements;		
4	Financial Proposal	15%	
	Total Cost/TOTAL WEIGT	**100%**	

10. Terms of payment

1) The first installment: 40%, upon and submission and endorsement of inception report, methodology and approaches.
2) The second Installment: 20% upon submission and the endorsement of draft edited documentary video and magazine publication.
3) The third installment: 40%, up on the submission and approval of the final deliverable in 100 CD copies as well as master of all footages well designed magazine and inputs in a non-returnable 1TB hard disk.

11. Ownership (Copyright)

The edited documentary films as well as all footage filmed for this assignment is the sole property of MELCA-Ethiopia. The selected Consultant's name and logo shall only be acknowledged in the closing credit.

12. Application process

Interested film Makers Company or broadcasting agencies applicants who meet the required conditions are invited to submit their technical proposal as per the requirements mentioned in this ToR and detail schedule and activities for filming from the beginning to the final film delivery date and financial proposals. The applicants may submit the financial and technical proposals in sealed and separate envelopes.

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MELCA-Ethiopia reserves the right to cancel the bid wholly or partially. Only selected candidate maybe contacted.