



TERMS OF REFERENCE (TOR) FOR CONSULTANCY SERVICES
to Develop a Short Documentary on the Young Women for Awareness, Agency, Advocacy and Accountability (YW4A) Initiative

World Young Women's Christian Association (World YWCA)
July 2024

Background

The World YWCA is leading a consortium of local, regional, and international partners in implementing a multi-year initiative to promote young women's leadership and contribute to eliminating sexual and gender-based violence (SGBV) in Egypt, Kenya, South Sudan, and Palestine. The initiative, Young Women for Awareness, Agency, Advocacy, and Accountability (YW4A), collaborates with feminists, progressive faith allies, researchers, and gender policy and advocacy experts to support fulfilling young women's rights. This programme is supported by the Ministry of Foreign Affairs in the Netherlands Government (MoFA).

To effectively communicate the impact and strategies of the YW4A programme, we require the production of a short documentary, short videos for social media, professional photographs, and potentially other media products.

Services Required

1. 15 min Documentary Production

- **Script development and sequencing:** Collaborating with World YWCA, create a detailed narrative and visual plan for a documentary, including research, script writing, storyboard creation, and scene arrangement to ensure a coherent and engaging story flow. The script should highlight the YW4A initiative and critical milestones regarding policies, success stories, and overall impact.
- **Filming on Site:** Capture high-quality footage at various programme locations. Depending on the consultancy firm's location, the work requires linking with videographers in Egypt, Kenya, South Sudan, and Palestine. World YWCA will work with the consultancy firm to identify and link up with these videographers. The consultancy firm will lead the interviewing, selecting, onboarding, and connecting with local videographers in Egypt, Kenya, South Sudan, and Palestine. The World YWCA will be a part of the selection process.
- **Consent for filming/photography:** Ensure that proper, written consent is obtained from people interviewed for every photo or footage.
- **Editing:** Consolidating all the footage captured in the four countries and interviews of partners in Switzerland, the Netherlands and/or Lebanon and providing professional footage editing to create a cohesive and engaging documentary. The consultant should ensure that all videographers adhere to the same format, style, and tone so that all footage can be seamlessly merged into a cohesive video.
- **Voice Over Narration:** Narration to provide context and enhance storytelling. The firm will select a voice-over artist, record, edit, and finalise the video content.



- **Graphics:** Integrate infographics, animations, and other visual aids to illustrate key points. All the visuals should be aligned with the YW4A branding colour code, font, and style.
- **Subtitles and Translation to English:** For accessibility, provide subtitles translated into English and Arabic. This will be done in collaboration with the other videographers, as some interviews will be conducted in local languages, possibly KiSwahili and Arabic.
- **Sign Language Interpretation:** Incorporate sign language interpretation to ensure the documentary is accessible to a broader audience.

2. Short Videos for Social Media

- Production of 5 to 6 45-second short videos suitable for social media platforms using the main documentary video. This includes promotional videos of the documentary.
- Videos should highlight critical aspects of the YW4A programme, including success stories, significant events, and impactful moments.

3. Professional Photography

- Coordinate with the other videographers to capture high-resolution professional photographs of programme activities, participants, and key events, with consent from the subjects of the visuals.
- Photographs should be suitable for reports, social media, and promotional materials.

4. Other Potential Media Products

- Suggest and develop other media products derived from the collected footage and photographs, such as promotional clips, teasers, or infographics. This is to be discussed and agreed on with the consultant.

Criteria for Consultants

- Proven experience in documentary production, particularly on social and human rights issues.
- Proficiency in filming, editing, and graphic design software.
- Ability to create compelling and engaging visual content.
- Understanding of accessibility requirements, including subtitling and sign language interpretation.
- Experience working in diverse cultural contexts and understanding of gender issues.
- Experience working in the Middle East, North Africa, or Eastern Africa.
- Proficiency in English and relevant local languages. Professional working knowledge of Arabic and/or KiSwahili is an added advantage.
- Having a network of videographers in the programme countries would be an added advantage.

Application Process

Interested consultancy firms should submit the following:



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- a. **A Technical Proposal:** Outline of the approach, methodology, and timeline for the documentary and other media products.
- b. **A Financial Proposal:** Detailed budget breakdown. The consultancy rate should include VAT (consultants must pay VAT in their countries of registration). Do note that compensation will be established in line with the skills required and outlined in this term of reference and consistent with the country or region where the consultant is registered)
- c. **Portfolio:** Examples of previous work, particularly documentaries or media products on social issues.
- d. **References:** Contact details of previous clients.

Applications must be addressed to World YWCA via email to hresources@worldywca.org, stating “YW4AVideoProduction + the name of your consultancy firm” in the subject line, no later than 09 August 2024. Early applications are strongly encouraged.

Contact Information

For any queries regarding this ToR, please get in touch with the World YWCA HR Team at hresources@worldywca.org.

World YWCA looks forward to receiving your applications and working together to highlight the critical work of the YW4A programme.