



## **Terms of Reference**

### **Communication and Visibility - Consultancy**

#### **Building Disaster Resilience in Pakistan (BDRP) - Community Based Disaster Risk Management (CBDRM) Component**

##### **1. Background**

The consortium, led by Concern Worldwide in partnership with ACTED, Deutsche Welthungerhilfe, and International Rescue Committee implements the Community Based Disaster Risk Management (CBDRM) component of Building Disaster Resilience in Pakistan (BDRP) programme in disaster prone districts of Pakistan. The programme is working in nine disaster prone districts of Pakistan including Chitral, DI Khan, Tharparker, Dadu, Kashmore, Ghotki, Jhang, Rajanpur and Muzaffargarh.

The overall outcome of the BDRP programme is the “increased capacity to reduce disaster risk, through better planning, preparedness, response, and resource allocation at the governmental and community levels.” The delivery of CBDRM will assist targeted communities to mitigate and prepare for disasters through improved early warning systems, risk information, community level response mechanisms and improved linkages with disaster management authorities. In addition, community-based disaster risk reduction and climate change adaptation measures will also be realised for improving resilience of local communities.

##### **2. Overall Objective and Purpose**

The purpose of the consultancy is to create media products consisting of six high quality videos and 150 captioned photographs showcasing the contribution of the programme in increasing the coping mechanisms of the vulnerable communities in the target districts during flood, drought and earthquake/GLOF. These beneficiary centric, human based stories will highlight the need and impact of the BDRP-CBDRM funding to the target audience. In this regard, hearing directly from the community members themselves through the medium of film will effectively illustrate the impact of the action on individual lives of vulnerable communities primarily women, elderly, persons with disabilities (PWDs) and children. The videos should include baseline (pre-programme situation), footage of completed activities, and interviews of beneficiaries, partners and local district officials. The target audience of the videos comprise of the relevant stakeholders of the programme, which include the donors, UN and government officials, international/national NGOs. The overall aim of this consultancy is to advocate for resilience building efforts by relevant stakeholders for the betterment of the disaster prone communities. The videos and photographs will be used during various strategic events of the programme and social media campaigning.

##### **3. Expected Deliverables / Outputs**

The main outcome of the consultant’s work is to direct, edit and produce six human-interest stories of 2 to 3 minutes duration each on the impact of the CBDRM component of the BDRP programme’s key interventions and submit 150 high quality photographs of the programme activities. The consultant will be providing following deliverables to achieve the outcome:

- Concept paper followed by the script based on the themes of the videos
- Footage of community meetings, capacity building sessions, thematic interventions and individual interviews with the target communities having specific focus on the women, elderly and PWDs
- Submission of six high definition videos of 2-3 minutes duration each in MP4 and AVI formats along with all the raw footage.
- Submission of 150 high quality pictures edited & captioned as per Concern’s guidelines along with all the raw photographs.

- Signed consent forms for all individuals/beneficiaries filmed or photographed

#### 4. Specific Tasks

The details of the specific tasks are as below, please note that the procurement committee reserves the right to change the quantities or cancel/reject any or all offers without assigning any reason:

- Establish the team of technical personnel required for filming and photography assignment.
- Submission of preliminary concepts and workplan of six videos
- Script development and finalisation
- Travel to the four districts of the programme targeted areas (Tharparkar, Chitral, Muzaffargarh/Rajanpur and Ghotki/Dadu) in coordination and support with Concern and consortium members including technical and local partners.
- Post production process (editing, dubbing, special effects, graphic animations, subtitles, music, etc.)
- Submission for approval of rough cuts of six films (with subtitles in English) of 2 to 3 minutes duration each.
- Incorporation of the feedback and finalisation of the media products
- Submission of web links of the final, approved videos with adequate background music in high definition video formats including AVI and MP4.
- Submission of raw footage
- Submission of 150 high quality pictures captioned as per Concern's guidelines. The photographer must capture all activities from multiple angles. The final photographs must be a combination of project activities indoor & outdoor, some portraits and case study focused images.
- Submission of signed consent forms for films and photographs. The consent forms will be the responsibility of the consultant, however, the Concern field staff will facilitate.

***Note: The composition of the photographer and the production team (Director and DOP) should not change during the course of the assignment unless mutually agreed by both parties. Also, note that the dedicated photographer will be travelling with the production team but will capture activities other than the video filming locations. Drone shots and screen captures submitted as photographs will not be accepted.***

#### 5. Essential Qualifications and Desirable Experience

Concern Worldwide is seeking an experienced consultant(s) or firm with the following expertise:

- Postgraduate or advanced university degree (at least M. Sc. or equivalent) in the area of Filmmaking, Mass communication, Multimedia Arts, Social Sciences or any other relevant domain.
- Minimum of five years' work experience in the area of documentary making
- Extensive experience in producing development-related documentaries for national or international organisations with the aim of reaching both local and international audiences;
- Experience in working on DRR projects with UN agencies and other international NGOs preferably funded by DFID;
- Local knowledge and cultural awareness of the all regions in Pakistan, particularly BDRP-CBDRM project target areas;
- Excellent technical capacities (state-of-the-art filming equipment, preferably High Definition full frame cameras) to ensure high quality production and high levels of professionalism;
- Ability to operate under strict time limits and demonstrate flexibility to take inputs in refining and finalising the media products;
- Ability to work in English and Regional languages;

## 6. Lines of Communication

The consultant will report to Communication and Reporting Specialist and will liaise closely with Team Leader, Deputy Team Leader and relevant technical specialists at Programme Implementation Unit and consortium members for CBDRM component of BDRP Programme.

## 7. Time Frame

The consultant will complete the production of the six videos and submit 150 high quality captioned photographs as per the below tentative timelines which are subjected to change according to the programme's requirement.

Activities	Timeline
Kick off meeting	Third week of July 2019
Workplan finalisation	Fourth week of July 2019
Concept Review and Feedback	First week of August 2019
Script Finalisation	Last week of August 2019
First Travel	First week of September 2019
Second Travel	Last week of February 2020
Third Travel	Last week of June 2020
Submission of final photographs & raw pictures	Second week of July 2020
Submission of final videos & raw footage	Third week of July 2020

## 8. How to apply:

For detailed TORs, please visit. <https://www.concern.net/where-we-work/asia/pakistan/consultancy>  
Interested consultants should send sealed technical proposals to HR Department, Concern Worldwide at Ground Floor, U-Fone Tower, Plot# 55-C, Jinnah Avenue, Blue Area, Islamabad by July 08, 2019.

- Cover letter detailing the consultant's/ firms' suitability for the assignment and current contact information
- A short description of methodology (pre-production, production and postproduction activities in line with clear timelines) to undertake assignment
- Profiles/CVs of the Lead consultant and the production team
- Profile/CV of the photographer along with web-links to access his/her sample work
- Profile of Firm/consultant highlighting its experience
- Web Links containing sample work of relevant videos for reference and quality check

Note:

- For any clarification regarding scope of assignment, please submit your queries before July 05, 2019 to [Pakistan.hr@concern.net](mailto:Pakistan.hr@concern.net). Only clarifications in writing will be responded.
- Potential Firms shortlisted based on technical proposals will be asked to submit financial proposals.
- Women headed consulting firms/teams/ individual consultants are encouraged to apply.