



Terms of Reference

Consultancy for professional photography and videography services for SIDA- Leading the Change Program Phase I

Introduction

WWF Kenya through the support from SIDA has been working with civil society organizations in the Mara and Naivasha landscapes through Leading the Change (LtC) project since 2018 with an aim to amplify the community members voices so that they can be engaged more in the natural management governance, livelihood enhancement and climate change mitigation. This was from the realization that a strong civil society can root for change and that effective civil society act as an intermediary in the relationship between the state and public, in as far as realization and protection of rights are concerned; and that active citizenship and participation can have significant impact on the decision-making processes in public administration as well.

The project works with six CSOs that is Lake Naivasha Basin Landscape Association (LANABLA), Lake Naivasha Umbrella Water Resources Users Association (LANABWRUA), Narok County Natural Resources Network (NCNRN), Mara Water Resources Users Association (MaraWRUA), Sustainable Energy Access Forum Kenya (SEAF-K) and Mau Mara Community Conservation Forum (MaMaCOF) to develop or strengthen their capacities to push for good governance in natural resource management in water, forestry, climate change, energy and wildlife sectors.

Background of the LtC Project

The project sought to mainstream Sustainable Lifestyles in Education (SLE) principles, innovative and transformative approaches in NRM such as integrated and programmatic landscape approach leveraging synergies across programs (ARL and energy programs-regional hub) to deliver greater and more sustainable conservation impact as well as benefits for people's livelihoods; supporting generation of Community Score Cards (CSC) used as instrument/tools to exert social and public accountability and responsiveness from civil society and government; undertaking Holistic Rangeland Management model to secure sustainable income for vulnerable communities within the carrying capacity of the fragile ARL rangelands ecosystems "literally creating space for people, livestock and wildlife" and use of solar based predator deterrent devices to reduce Human Wildlife Conflicts (HWC) in community homes adjacent to wildlife sanctuaries and strategic partnerships to support Clean Energy Village Initiatives (CEVIs) in ARL as part of green energy innovations. The project has also supported Green Horticulture at Lake Naivasha (GOALAN) farmers with essential infrastructure like

certified seedlings, drip irrigation, water pumps and green houses to enhance their capacity to adopt sustainable consumption and production (SCP) practices, mitigate adverse impacts of climate change while enhancing their livelihoods. At the National level, the project has supported advocacy engagements to influence energy related policy development processes with an aim of creating a conducive environment to advance the adoption of Renewable Energy resources in the country.

The project key areas included:

- i. The capacity of partner CSOs and coalitions/fora/platform (CFP) has been strengthened
- ii. Civil society is engaging more effectively in policy dialogues regarding the management of natural resources
- iii. CSOs are engaging with policy makers to improve the enabling conditions for CSO involvement and influence in policy and decision making.
- iv. Communities are engaging with policy makers and decision makers related to improved rights to NR
- v. Communities have increased and equitably distributed benefits from sustainable management/use of NR
- vi. Communities empowered to undertake adoption of clean energy technologies to enhance adaptation and mitigation to climate change

Scope and Deliverables

LANABLA, SEAF K, NCMRN, Mara WRUA, MamaCOFF and LANABWRUA seek the services of a consultant with extensive experience in providing professional photography and videography. The overall objective of this assignment is to create a short film and a series of photo stories to document the milestones of the LtC project phase I working with the organizations named under the key result areas named above. The film will showcase how the adoption of appropriate interventions is helping various communities to effectively manage their resources, enhance their capacity, mitigate climate change, support adoption of sustainable consumption and production (SCP) practices, improve their livelihoods and advocate for change. The project partners will be expected to each showcase their niche and stories of change.

Deliverables:

1. High-resolution HD/4K video clips (10 minute film) and at least 40 high quality photos.
2. At least four short video clips in HD (each clip should be at least 3-4 minutes). The edited clips should have English or Swahili subtitles in HD format. The clips should also contain testimonials from at least two (2) beneficiaries.
3. WWF-Kenya's communications team working with the listed organizations will provide the consultant with the storyboard to guide the production including the interview guidelines.
4. The footage should capture wide, medium, and close-up shots of the subjects, work/action-oriented b-rolls. Time lapses, sun rise, sunset is highly encouraged. Scene-setter footage with room for later addition of graphics is also encouraged; The organizations closely monitor the entire development and production process by providing a frequent review, comments and necessary inputs when needed.

Skills and Qualifications:

In addition to demonstrable experience in conducting similar assignments, the consultant/team is expected to have the following skills and expertise:

1. Exceptional oral and written communication skills
2. Experience and ability to work in diverse geographical and multi-cultural environments.
3. Experience working with environmental NGOs (desired).
4. At least a degree in media related fields from a recognized institution
5. Demonstrable experience on similar or related assignments previously undertaken
6. At least three years' experience in videography and media production

Location of the assignment: Narok, Bomet, Nakuru, Nairobi, Nyandarua and Kajiado Counties

Special terms and conditions

LANABLA, SEAF-K, NCNRN, Mara WRUA, MamaCOFF and LANABWRUA shall own and reserve the copyright for all materials and footage. All products should be in line with the organization's style and editorial guidelines, including correct use of donors branding and logo[s].

Duration: The assignment is expected to take a maximum of 30 days

How to apply

Proposals must be submitted by 29th April 2022, 5pm to the SIDA Partners Procurement Committee by email: sidapartners@gmail.com.

Proposals should include:

1. Proposed tasks and outputs (methodology);
2. Previous work samples;
3. Team composition, including summary of expertise and experience;
4. Proposed schedule of work (activities and milestones);
5. Estimated level of effort and budget taking into consideration All relevant levies;
6. A detail description of your equipment;
7. Availability to conduct the assignment;

For any clarifications, please send your queries to sidapartners@gmail.com at least two (2) days to the closing date.