



TERMS OF REFERENCE FOR PRODUCTION OF SHORT VIDEO DOCUMENTARIES ON THE TREE CROP EXTENSION PROJECT I & II AND BUILDING CLIMATE RESILIENCE PROJECT

1. BACKGROUND

The Ministry of Agriculture is implementing the Tree Crop Extension Project (TCEP) in eight districts in Nimba County, the Tree Crop Extension Project-II in seven districts in Lofa County and the Building Climate Resilience Project in Bong with extension to Nimba and Lofa Counties. Funding for the three projects is provided by the International Fund for Agricultural Development (IFAD). The three projects are designed to reach about 25,000 smallholder farmers in the cocoa, rice sectors through smart agriculture practices. The objective of the three projects is to improve incomes and climate change resilience of smallholder cocoa producers, particularly women-headed households, youths and Farmers Based Organizations (FBOs).

2. INTRODUCTION

The Project Implementation Unit in the three counties have been providing support to smallholder cocoa and rice farmers. The project is seeking of a professional video production entity to produce four short video documentaries highlighting the project outputs, success and lessons learned at the National Cocoa Seed Garden, the farmers' Field School, work with Farmer Cooperatives, Road Rehabilitation and District Agriculture Offices in Nimba County. The documentary will focus on the impacts of rehabilitation and revitalization of existing cocoa farms, support to cooperatives, and the farmer field school among others. The entity or institution will be led to project locations for filming the project milestones, field visits and interviews with lead farmers.

3. OBJECTIVE

The duration of each video documentary is FIVE (5) minutes which will contain professional video footages, complementary music, scripts, voiceover and packaging. The specific task to be perform includes the following:

- ⊕ Develop a narrative script and do professional commentaries to complement the video.
- ⊕ Create a shot list detailing a chronological approach that is inclusive of direct stakeholders.
- ⊕ Conduct a desk review of existing videos to determine the quality of the video recordings.

- ⊕ Produce four short documentaries of 5 minutes' duration each in high definition (HD) and a 60 seconds clip. The 60 seconds clip shall be an edited down version of the four short videos with the same footages to spark viewer's interest to watch the longer version.

4. SCOPE OF WORK

The Knowledge Management and Communications team will work with the consultants to develop the shot-list of basic areas of interest to the project.

The consultant(s) will work closely with the Knowledge Management and Communications Officer and Project Coordinator to develop ideas for design and graphics that creatively conveys key messages.

5. OUTPUTS / DELIVERABLES

- Meeting with the TCEP Knowledge Management and Communications Officer and Project Coordinator
- Submit a draft storyboard and develop scripts for the documentary to the project coordinator for approval before editing and production;
- Submit a final storyboard and script after integrating the project input;
- Draft documentary presented to TCEP for review and comments;
- Present the complete documentary versions, and hand over at least 10 master copies on DVD format and 2 copies of raw footage to the project:
- The complete documentary should include: a short promotional version (60 seconds)
- The final production quality of the video shall be approved by TCEP before multiple productions.

6. TIMEFRAME

The consultancy shall be for duration of **30 days** from the date of signing the contract.

7. QUALIFICATIONS

Experience by Consultant

- A minimum of 3 years of proven experience in video production;
- Have extensive experience in producing news, documentary films, TV programs and short format films (proof of experience is a MUST).
- Able to produce high quality broadcast video on tight deadlines on a variety of different issues and subject matter;

Technical requirements

- Broadcast quality full HD video, 1920 x1080p
- Professional sound recording at minimum of 96 kHz/24-bit
- HD web files and HD DVD as final products

8. COPYRIGHT

All materials arising out of this consultancy work shall remain the sole property of the TCEP.

9. APPLICATION PROCEDURE

Interested Individuals should submit a proposal in response to the TOR, which should include the following:

- Signed cover letter explaining why you are the most suitable candidate for the advertised consultancy;
- CV and technical proposal that includes (contact address, related past projects in last 3 years (with client name, contact and amount of the project));
- Detailed financial proposal
- At least 3 sample videos produced (online)
- Valid copy of Article of Incorporation as a company in Liberia
- Valid copy of tax clearance (indicating TIN and VAT Number)
- Accurate physical, postal, telephone and email address

10. EXPRESSION OF INTEREST

TCEP accepts ONLY email applications. Applications should be submitted not later than

Thursday, **August 16, 2023 at 4pm**. Please submit applications addressed to the Human Resource Administer, IFAD PIU: rcole@moa.gov.lr Cc: aselmah@moa.gov.lr with subject line “IFAD Video Documentary” with copies to the following addresses