



**Terms of Reference: Consulting company to produce a video documentary**

Location:	Rwanda
Type of Contract:	SSA
Post Level:	National Consultant/institution
Languages Required:	English and Kinyarwanda
Starting Date: (date when the selected candidate is expected to start)	Beginning of November 2022
Deadline for Application:	24 October 2022
Expected Duration of Assignment	20 working days
Duty Station	Kigali

**1. Background:**

**UN Women Background:**

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, is a global champion for women and girls. It works for the elimination of discrimination against women and girls; the empowerment of women; the achievement of equality between women and men as partners and beneficiaries of development; human rights; as well as humanitarian action and peace and security. Placing women's rights at the centre of all its efforts, UN Women leads and coordinates United Nations system efforts to ensure that commitments to gender equality and gender mainstreaming translate into action throughout the world. It provides strong and coherent leadership in support of Member States' priorities and efforts, building effective partnerships with civil society and other relevant actors.

UN Women works globally to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life, focusing on four strategic priorities:

- Women lead, participate in, and benefit equally from governance systems
- Women have income security, decent work, and economic autonomy
- All women and girls live a life free from all forms of violence

- Women and girls contribute to and have greater influence in building sustainable peace and resilience and benefit equally from the prevention of natural disasters and conflicts and humanitarian action.

UN Women Rwanda Country Office contributes to the implementation of UN Women's Global strategic plan (2022-2025) which aims to achieve “Gender Equality, the Empowerment of all Women and Girls, and the fulfillment of their Human Rights”. Ending violence against women and girls is one of the three pillars of thematic impact areas of work.

### **Project Background:**

Gender-based violence (GBV) is a violation of human rights and a life-threatening issue that continues to disproportionately affect women and girls. Social and cultural norms and beliefs as well as women’s economic dependence vis-à-vis men are among the key underlying causes and drivers of violence against women and girls in Rwanda and many other countries. The Government of Rwanda remains committed to ending Gender-based violence (GBV) and violence against women in all its forms, as highlighted in different planning frameworks including the National Strategy for Transformation (NST1 2018-2024), the National Gender policy of 2010 revised in 2021, the national anti-GBV policy and other related laws and policies.

The four years project entitled “**Fostering women and girls’ dignified lives through GBV Prevention, response and women’s economic autonomy**” is implemented by UN Women and financially supported by the Swiss Agency for Development and Cooperation (SDC) with the aim to support the Government of Rwanda in comprehensively addressing GBV by tackling the social norms, mindsets change and addressing the economic vulnerability of women to make them more resilient, especially to man-made shocks. The project works with different key partners including the government, CSOs, religious leaders among others to tackle GBV in its complexity. Since the project started in 2019, different key achievements have been realized including in the area of legal assistance to GBV victims, comprehensive socioeconomic reintegration of GBV victims especially teen mothers, and economic empowerment of the most vulnerable women/girls, among others.

In the framework of contributing to the knowledge generation but also to inform evidence-based advocacy, the UN Women Rwanda country office is hiring the services of a consulting company to produce a summarized 5-to-7-minute video documentary. The company will consult key stakeholders including selected beneficiaries to illustrate results, lessons, and experiences under this project which can enhance knowledge and visibility of the Project. Key challenges and recommendations need also to be highlighted to inform future programming and advocacy. The target audience of the video include policy makers, practitioners, implementers, beneficiaries and other stakeholders. The video will be disseminated through various channels including on the UN Women Africa YouTube channel.

### **Key deliverables**

- A high-quality video documentary 7-10 mins, documenting the results, lessons, experiences as well as challenges and recommendations. The video shall include a voice-over in Kinyarwanda language, English subtitles and high-quality photographs.

### **Specific tasks**

The consulting company will perform the following key tasks:

- Writing a script for the video and outlining suggested footage to be included in close collaboration with the UN Women programme staff and the communication team.
- Go to the field to shoot the video in line with the information and guidance provided by UN Women.
- Design the video components, develop animations, graphics, effects, and sounds including animations and 3D rendering; specifically portraying geographic location and spread of the project and as may be additionally required.
- Sourcing appropriate English narration (voice-over) of the video, subject to final approval from the UN Women team.
- Footage must be delivered in internationally recognized file formats for distribution purposes to partners and donors.
- Editing the video and providing English subtitles for interviews in the video.
- Mandatory inclusions: logos of UN Women and the Swiss Government
- Select and provide at least 20 photos representing project achievements.
- Dropbox or any other File sharing service is acceptable for sharing footage for review purposes only.

### **Scope:**

The assignment will involve the collection of footages from Kigali and a few selected districts such as Muhanga and Burera districts where the project is implemented.

### **Copyrights**

Copyright of all material shot on assignment will be retained by UN Women Rwanda and credit to the photographer will be given, wherever possible.

**Duration of Assignment and Duty Station:** The assignment shall be delivered within 20 working days starting from the date of the contract signature. The assignment will involve traveling in Kigali and some selected districts namely Muhanga and Burera in the first maximum 10 working days. The remaining days of the assignment shall be carried out from home.

**Contract Supervision:** UN Women provides overall supervision of the work of the consulting company. The company will work closely with UN Women Communications and Knowledge Management Officer and will be under the overall supervision of the EVAWG Programme Specialist and Programme Management Specialist.

### **Education and Experience:**

- Applications are sought from a suitably qualified company that presents a minimum of 2 professionals who have a bachelor’s degree in journalism, communication, or a B.A. degree in Visual Arts.
- The company must demonstrate at least 5 years of professional work experience and a track record in professional photography and videography evidenced by a substantial consultancy experience with a record of providing high-quality, creative, images for clients (at least 3 links as proofs of completed similar work from recent assignments (between 2019-2022)).
- The technical proposal including the methods and timeline should be realistic.
- A proof that the company has an office, equipment, and required services to produce the video.
- Ability to deliver within the timeline provided.
- Experience in working in the area of gender equality and empowerment of women as well as GBV prevention and response is an added value.

### **Ethic protocol**

The company should include statements in the proposal on how it will compliance with key ethical considerations during the assignment. The company is expected to take the consent of the respondents and/or children’s guardians before taking photographs and ask if their photographs, verbatim or case stories could be used in the video and for public dissemination. Such consent must be documented and submitted to UN Women along with the final copy of the video.

### **How to apply**

Request for quotation from selected companies which will submit electronic copies of Technical and Financial” proposals via email to [rwanda.offers@unwomen.org](mailto:rwanda.offers@unwomen.org). The technical proposal should contain at least: CVs, copies of academic credentials of at least 2 consultants as well as a technical proposal document including the client’s understanding of the intended scope of work. The financial offer should indicate the total budget in the proposal with a detailed breakdown including applicable taxes. Applications should be addressed to:

*The UN Women Country Representative,  
UN Women  
Kigali-Rwanda*

**The deadline for application is on 24 October 2022 at 5 pm.**