



Terms of Reference (TOR): Video and photography production for Vi Agroforestry

Background

Vi Agroforestry is a non-profit organization with head office in Sweden operating in Kenya, Tanzania, and Uganda. The organization works with smallholder farmers and their organizations to fight climate change and poverty.

Vi Agroforestry is continually intentionally seeking ways to always improve the quality of delivery of programmes to ensure the realization of the organization's mission and goals. It is in this regard that Vi Agroforestry seeks to engage a consultant/production company to produce two high quality engaging films with the aim of showing the results of the annual contributions.

Summary

Vi Agroforestry is seeking a videography services supplier to assist with the creation of two videos that effectively show how farmers and their family's lives can improve through donations to Vi Agroforestry from the postcode lottery and from other donors.

Objectives

The objective is to create two separate videos with two different purposes showing how donations to Vi Agroforestry contribute to better lives for farmers and their families.

One video will be aired on Swedish national television and the other will be used online and in social media for marketing purposes. We are seeking a videography services provider who can work with us to create high-quality, engaging videos that effectively communicate the two messages stated above. The ideal supplier will have experience in producing cinematic, engaging marketing films.

Format of deliverables:

1. a 60-second-high quality video field that will be aired in Swedish television mid-October 2024 in the show Postcode Millionaire. The video shall be delivered according to specifications from Warner Bros.
2. A 3-minute-high quality video and 15-20 photograph about Vi Agroforestrys work in the field that will be used in digital campaigns in the marketing of Vi Agroforestrys work both in the region and in Sweden.

3. 30-40 images of female farmers and the families

Scope of Work

The consultant will be responsible for the following tasks running from April 2024 until the end of August 2024.

Additional information regarding 60 second video:

1. Have one female farmer stating a” thank you to everyone who is in the postcode lottery that made this possible”
2. 60 s length
3. One clean version (no music or graphics)
4. One version with music and graphics (according to graphic manual) such as name plates and logos
5. Consent forms for all participants
6. Mp3 music track (license or free license)
7. Videos should be color graded; audio processed

Additional information regarding 3-minute video:

Deliver cut and ready video to be used in marketing purposes with main channels online such as social media, YT, web.

Technical specification for 60-second-long video from Warner Bros:

For Video/Images Applies to

Accepted file formats in HD: DNxHD (MXF or QuickTime), Apple ProRes, XDCam HD 50

- A full mix and a clean version without graphics and effects.

Accepted resolution: 1920*1080 square pixels.

Accepted field order: ODD (Upper field first) (NOTE! Only if the material is recorded Interlaced)

Accepted frame rate: 25 fps

Sound:

Always stereo mix

Approach

1. Use a tone that is hopeful, engaging and shows how farmers lives are transformed to the better with the support from Postcode lottery and other donors
2. Use a creative approach to keep the viewer engaged throughout the video.

3. The language should be clear, simple, and concise to pass the message across in a way that farmers and the target group can understand.
4. The videos will also be translated into Swedish and English, for better understanding by farmers. Swedish VO to be done as well as and English and Swedish translation as subtitles.

Target groups:

- ticket buyers in Post code lottery in Sweden
- TV-viewers (prime time Saturday evening 8 pm 12th of October)
- the postcode lottery organization
- donors to Vi Agroforestry

Main messages:

- the contributions to Postcode lottery/Vi Agroforestry are improving female farmers lives
- attract potential ticket buyers to the postcode lottery and attract new donors to Vi-skogen
- the support from PCL/Vi-skogen/Vi Agroforestry is making a clear and concrete difference on individual farmer family levels regarding improved livelihood
- is making a clear difference in increased resilience towards climate change
- that sustainable farming mitigates climate change
- show problem > show solution > Thanks to everyone who are in the Postcode lottery, that made this possible!
- equality
- hope and faith in the future
- We make life better for people

We want viewers to feel:

- "Aha! I did not know this"
- "Now I what sustainable farming methods is! Smart!"
- "Wow, I'm happy to be a part of the work that ViA does" (either as ticket buyer in PCL or as a donor to ViA)
- There is hope!
- There are ways to mitigate climate change
- There are ongoing interventions against climate change

Channels for image and video to be published in:

- Swedish television
- Social media (FB/IG/LI)
- Presentations about ViA
- Web pages
- YouTube

- Printed matter eg folders, annual report, reports

Timeline

April

- initial meetings and startup

May

- story board and script
- decide location and farmer families

June

- PRODUCTION

July

- Postproduction

August

- First draft
- Input from Vi Agroforestry and Postcode Lottery

September

Last version and deliverables

Deadline: 31 august 2024

The deadline of submission is 31 March.

For more information contact:

Rebecka Lindmark: rebecka.lindmark@viskogen.se

Submission of bids

Bids shall be sent to the following electronic mail: info@viskogen.se

(NB/MAIL SUBJECT HEADING: Video production 2024)

Budget: 8 000 USD *including VAT*



Channels:

- Swedish television
- Social media (FB/IG/LI)
- Presentations about ViA
- Web pages
- YouTube
- Printed matter e.g., folders, annual report, reports

Qualifications

The consultant should have the following qualifications:

1. Experience in producing marketing videos: The ideal consultant should have relevant references to similar clients or products
2. Understanding of sustainable agriculture practices: The consultant should have knowledge and competence to meet and work together with farmer and their families in the rural area
3. Video production expertise: The consultant should have the technical expertise to produce high-quality videos
4. Language skills: The consultant should have the ability to communicate effectively in English, as well as the ability to translate the videos into English, for better understanding by farmers
5. Project management skills: The consultant should have the ability to manage the project effectively, including planning, coordination, and timely delivery
6. Familiarity with the region: The consultant should have knowledge of the regions where Vi Agroforestry operates, including the cultural and environmental context of the farming practices. This will help ensure that the videos are relevant and relatable to the local farmers.
7. Access to equipment and resources: The consultant should have access to the necessary equipment and resources, including cameras, lighting, and editing software, to produce high-quality videos.

Application:

Qualified consultants (or consultant teams) are invited to bid with technical and financial proposals including their timeline and budget. The proposals should also be included.

- Three references (with contact information) from previous clients
- Curriculum vitae (CV) of the consultant (or consultant teams). The CV should include details on engagements carried out by the consultant(s), including ongoing assignments



indicating responsibilities assumed, qualifications and experience in undertaking similar assignments. If you will be working as a team of consultants, include the CV for each team member.

The period when the consultant (or consultant team) is available to undertake the assignment.

Other:

- If we need to explain something about how we work, apart from what is said in the English-speaking quotes from farmers themselves we need to have Swedish VO

Input to story board:

00:00-00:15

- Interview a *female* farmer and farmer families who struggled eg with having food on the table, sending children to school, low harvest, and income, used to buy expensive pesticides





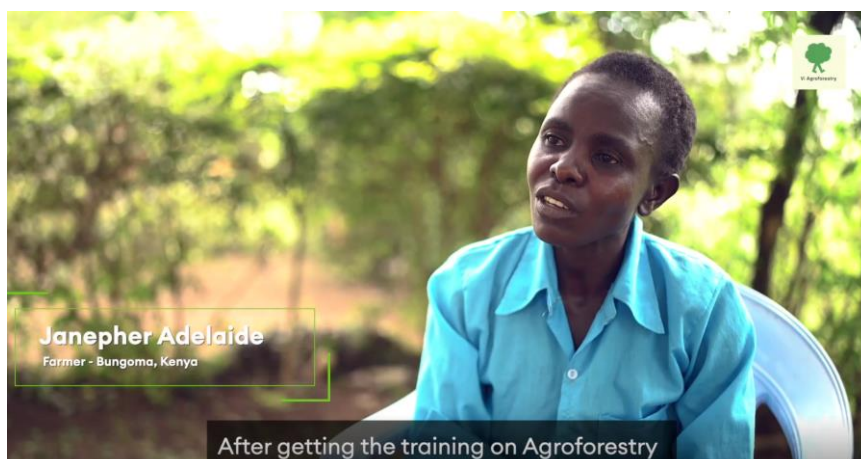
00:15-00:30

- Expert from ViA talking about sustainable farming, highlighting the structural challenges for farmers, giving examples of a few methods within agroforestry



00:30-00:45

- Female farmer now learnt about sustainable farming methods through Vi-skogen/Vi Agroforestry and examples how it has impacted her, and her families lives to the better (VO of farmer and b roll with sequences of farming, the farm, family working, cooking with own harvested vegetables)





but now it has helped me in that every single person is assigned a role



As women we do not want to be oppressed



Jeniffer Adelaide Simiyu
Farmer,
Bungoma County

Nowdays we work together and make decisions together





00:45-00:55

- Farmers: Thanks to everyone who is in the Postcode lottery, that made this possible!





Reference material videos:

<https://www.facebook.com/watch/?v=10156274119897211>

<https://www.facebook.com/viskogen/videos/2189467731270890>

<https://www.facebook.com/viskogen/videos/426873831241205>

<https://youtu.be/GX5VeOI6krw?si=qQT0Li357tW6MovJ>

<https://youtu.be/QoBbAoOmgfU?si=w5Wpwm1NxmyLb8HO>

https://youtu.be/OX_TY1e-Uo?si=dxYQLX5lEiYGIXiM

<https://youtu.be/22UE9Cnb0g0?si=hRZEvhWPhDBYaxSz>

Reference material photos:



