

Terms of Reference (TOR)

Filmmaker for Video Production - SIANI Project

Introduction & Background

Vi Agroforestry, in partnership with SIANI (Swedish International Agriculture Network Initiative), is implementing a project focused on enhancing agroforestry practices in East African drylands. The project seeks to promote collaboration among experts, decision-makers, and farmers to drive transformative change in food systems and biodiversity conservation. Through this initiative, the project aims to strengthen dialogue, commitment, and impact by leveraging agroforestry practices and sustainable agricultural approaches.

As part of this project, Vi Agroforestry and SIANI are looking to create a 5-minute video that effectively communicates the objectives, outcomes, and benefits of agroforestry, as well as the collaborative efforts of various stakeholders involved in the project. The initial footage and audio for the video have already been recorded, and the primary work will involve video editing to produce a polished and engaging final product.

Overall Consultancy Objective

The overall objective of this consultancy is to produce a high-quality 5-minute video that highlights the key components of the SIANI project, showcasing the impact of agroforestry on East African drylands. The video will feature the project's key themes, including food systems transformation, biodiversity conservation, and collaboration among experts, farmers, and decision-makers.

The video will serve as a tool for outreach and advocacy, aimed at broadening the project's impact by engaging stakeholders, raising awareness about sustainable agriculture, and promoting best practices in agroforestry.

Scope of Work

The consultant will be responsible for the following tasks:

- 1. Reviewing Initial Footage and Audio:**
Assess the existing video content and audio materials recorded during the project's field activities and interviews.
- 2. Video Editing:**
Edit the footage into a coherent, impactful narrative that reflects the goals and activities of the SIANI project. This includes selecting and arranging clips, adding voiceovers (if necessary), incorporating relevant graphics, and ensuring a smooth flow of content.
- 3. Incorporating Visual and Audio Enhancements:**
Use appropriate background music, sound effects, and graphics to enhance the video's

message and viewer engagement. Ensure high-quality audio synchronization and visual effects.

4. **Drafting and Finalizing Script (if applicable):**

If required, work with the project team to draft or refine the script, ensuring that the messaging aligns with the project's objectives and target audience.

5. **Feedback and Revisions:**

Present a draft of the video for feedback and incorporate any revisions as necessary. Ensure the final product meets the expectations and requirements outlined by the project team.

6. **Final Deliverable:**

Produce a 5-minute video in a format suitable for online dissemination (e.g., YouTube, social media, and website). Ensure the video is fully optimized for viewing across multiple platforms.

Methodology

The consultant will follow the below approach:

1. **Pre-production Review:**

Conduct a thorough review of all available materials to determine the best footage, audio, and visual assets to use. Engage in discussions with the Vi Agroforestry project team, with the Regional Communications Officer being the main contact person, to understand the key messages and target audience for the video.

2. **Video Editing:**

Using professional video editing software, the consultant will craft a compelling narrative, ensuring a balance between technical content and accessibility. The consultant will also ensure that the final video adheres to the project's branding and style guidelines, if applicable.

3. **Regular Communication and Feedback Loops:**

The consultant will work closely with the Vi Agroforestry and SIANI teams, ensuring alignment with project goals. Regular check-ins and feedback sessions will be held to ensure that the editing process is on track and the final video meets expectations.

4. **Post-production and Delivery:**

Final editing will include the incorporation of any required graphics, captions, and final audio adjustments. The consultant will deliver the final video in the appropriate formats for both online and offline use.

Deliverables

- A 5-minute edited video highlighting key aspects of the SIANI project.

- The final video will include:
 - A coherent narrative based on existing footage.
 - Professional editing with clear audio and visual quality.
 - Relevant graphics, captions, and branding.
 - An appropriate background score or sound effects where needed.
 - A revised version of the video based on stakeholder feedback.
 - Final video delivered in multiple formats, including HD versions for online platforms.
-

Outline of the SIANI Project

The SIANI project focuses on dryland agroforestry in East Africa, with the goal of promoting sustainable agricultural practices and enhancing biodiversity conservation. The project brings together experts, farmers, and decision-makers to foster collaboration and strengthen dialogues around sustainable practices. Key outcomes of the project include:

- Enhanced understanding among policy makers, practitioners and stakeholders of the dryland agroforestry as a viable strategy for sustainable food systems and biodiversity conservation
 - Increased farmers', pastoralists', agropastoralists' and their organisations' knowledge and commitment to adoption of sustainable land management practices in the region.
-

Profile of Consultant and Required Experience

The ideal consultant will have the following qualifications and experience:

- **Proven Expertise in Video Production and Editing:**
Experience in producing and editing high-quality videos, preferably in the context of development or environmental projects.
- **Familiarity with the SIANI Project Focus Areas:**
Knowledge of drylands in East Africa, agroforestry, sustainable agriculture, food systems or biodiversity conservation is an advantage.
- **Technical Skills:**
Proficiency in video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, or similar) and experience in incorporating graphics, voiceovers, and background music.
- **Attention to Detail:**
Strong attention to detail in editing and ability to deliver a polished final product.
- **Communication Skills:**
Ability to work effectively with project teams and incorporate feedback into the video production process.

- **Experience with Development Communications:**
Previous experience working with international development organizations, particularly in communicating complex technical topics to diverse audiences, is highly desirable.
-

Application Procedure

Qualified consultants (or consultant teams/firms) are invited to submit a technical and financial proposal, including the following components:

- **Technical Proposal:**
 - A brief methodology outlining how the consultant plans to execute the video production.
 - Relevant examples of previous work, particularly in video production for similar projects.
 - A proposed timeline for the production process, including milestones for feedback and revision.
- **Financial Proposal:**
 - A detailed budget that outlines the consultant's fees, any associated costs (e.g., licensing, music, graphics), and other relevant expenses.
- **Timeline:**
 - A clear timeline for the video production, from the initial review to the final delivery of the video.

**Submissions will be done through email with the subject heading as:
'EXPRESSION OF INTEREST SIANI FILM MAKER'**

Send Technical and Financial proposals to the procurement.roea@viagroforestry.org
Submission deadline: **31st December 2024**

We look forward to receiving applications from highly qualified and motivated individuals or teams to support the successful implementation of this critical project.