

Video Production
For the “Promoting Climate-smart agriculture for
Life” project

Terms of Reference



CARE Egypt Foundation:

CARE Egypt Foundation (CEF):

Care Misr Foundation for Development is a civil institution registered in the Central Administration of Associations at the Ministry of Social Solidarity with the number “833 for the year 2018” and its address is 25 Asmaa Fahmy Street - Fifth Floor (Plot No. 1 - Square Y) Qesm 1st Nasser City, Cairo, Egypt, and that the institution is subject to the provisions of the law regulating the practice of civil work No. 149 of 2019.

CARE Egypt Foundation for Development is building on the legacy and expertise of CARE International in Egypt since 1954, by designing, implementing and managing development programs and projects aimed at helping the neediest communities in Egypt, by building strategic partnerships with the government sector, the private sector and the private sector, to help in Meeting the basic needs and improving the quality and standard of life in a sustainable manner and consistent with the culture, reality and the local and national context.

The Foundation focuses its interventions and designs its programs in the areas of economic and social empowerment of Egyptian women, developing and improving the educational environment, supporting the agricultural sector, especially small farmers, improving government performance and supporting confidence-building processes among development partners through the application of tools and methodologies for governance and social accountability, through investing energies and ideas And adopt initiatives that are in line with the development and improvement of the economic and living conditions of these communities to deal with addressing the root causes of poverty.

The Foundation is also committed to strengthening the role of the local civil society by including it as a partner in all the Foundation's projects in a manner that ensures building its capabilities and enabling it to play the developmental role required in the government's sectoral and geographical development plans and programs.

The Foundation works on extracting the most important international experiences in all areas of development, and presenting them in the local and national contexts, in addition to working to shed light and disseminate local experiences at the global level, in order to benefit from global experiences and present Egyptian development models to interested and actors at the global level.

For further information, please visit our website: www.care.org.eg

Agriculture and Natural Resources Management Brief:

The main objective of the agriculture and natural resources program is to increase equitable and sustainable accessibility to natural resources and services in rural communities in addition to supporting smallholder farmers economically with a special emphasis on empowering women.

In doing so, there are multifaceted impediments both external and internal that obstruct the achievement of the sought objective such as the decreasing agricultural land productivity, food insecurity, water scarcity, ineffective agriculture cooperatives. As such, the program seeks to implement a solid strategy that underpins the empowerment of smallholder farmers to adopt best practices, increasing their resilience to climate change, enabling smallholder farmers to reach to global markets and effective water management.

The agriculture and natural resources program is collaborating with a variety of stakeholders such as CSOs, Ministry of Agriculture, and Ministry of irrigation along with creating partnerships with the private sector to evoke the change in the agriculture sector in Egypt. In achieving the ultimate objective, the program seeks to build the capacities of smallholder farmers, establishing agriculture services to meet the farmer's needs in various value chains, improving the conditions of the agribusinesses and cooperatives, creating employment opportunities for smallholder farmers especially female-headed households and creating linkages between farmers and bigger markets.

Project Brief:

Engaging Civil Society and Youth in Climate Change Adaptation and Mitigation in Egypt - CLIMATE SMART AGRICULTURE FOR LIFE (CSA4L)

CARE Egypt Foundation is currently implementing the activities of the Climate Smart Agriculture for Life project (CSA4L) to adapt to climate change and reduce its effects. The project is funded by the European Union within the program to support civil society organizations in Egypt, The project will be implemented in 10 different communities in the governorates of Beni-Suef and Assiut.

The project will be implemented in partnership with the Qualitative Union for the Protection and Improvement of the Environment in Beni Suef, registered with the Ministry of Social Solidarity under # 1 for the year 2003, and the Egyptian Association for Agricultural and Community Development in Assiut, registered with the Ministry of Social Solidarity under # No. 981 of 2011. In addition, a number of 8-10 civil society organizations working at the grassroots level in 8-10 local communities in Beni Suef and Assiut will be selected to implement community-based initiatives to influence the shift towards smart agriculture adapted to climate change.

The total funding allocated to implement this project is one million Euros over a total duration of 36 months.

The main goal is to enhance the participation of civil society organizations and youth in dealing effectively in efforts to mitigate the effects of climate change and support adaptation efforts. In order to achieve this goal, the project will focus on empowering the local community to implement community interventions that promote climate-smart agriculture practices by engaging civil society organizations, agricultural cooperatives, and youth, with a special focus on women's participation.

The project will work on 2 different pillars: :

The first pillar: builds the capacities and empowers civil society organizations to implement community-based initiatives to influence the shift towards smart agriculture adapted to climate change. The activities under this pillar will directly benefit 5,000 small farmers (men and women) through initiatives and interventions that include awareness-raising, training, and the application of new agricultural practices with positive returns.

The second pillar: qualifies and enables young people to apply social accountability mechanisms effectively in efforts to adapt to climate change and mitigate its effects.

objective of the Assignment:

The purpose of this terms of reference is to hire a company/filmmaker with strong experience in documentary production and filmmaking to produce 1) a 5-6 minute video for documentation of the project's success stories, activities, interviews with beneficiaries in Beni Suef, and Assiut, in addition to using the material to create 2) promotional small videos out of the 5-6 minute video and conduct photo shooting.

The purpose of this mission is to shed the light on Small farmers' problems in regard to climate change with a special focus on women beneficiaries. are doing to raise national awareness towards a healthy lifestyle and to show the positive impact the project achieved in the target communities.

Target audience:

1. Climate/green activists
2. Climate and agriculture NGOs
3. Donors.
4. Agribusiness startups.
5. Social media followers of CARE Egypt.

Scope of Work and Deliverables:

The filmmaker/company is expected to:

1. Provide a realistic and comprehensive shooting vision for the documentary film including script writing, shooting schedule, equipment and crew needed.
2. Receive a proper orientation on the project and attend meetings with relevant stakeholders (communication team & project team)
3. Provide subtitled translated copies from Arabic to English including approved logos. Translation to be reviewed and approved by CARE Egypt.

Deliverables:

- 4 shooting days
- Develop videos and edit photos (1) a 5-6 minute HD video for documentation of the project's success stories, activities, and interviews with beneficiaries in Beni suef and Asyut Governorates in addition to using the material to create 2) 2-4 promotional 40 Sec to 1 min extracted from the 5-6 minute video. and 3) conducting photo shooting from above mentioned activities 80 High Res /Quality photos
- Provide all raw material to CARE Egypt at the end of the project.
- English & Arabic subtitles for both videos.

Methodology:

The detailed methodology will be worked out in consultation with the project team. Meetings between CARE and the project's consultant(s) will be organized in order to develop a draft idea for the video.

Coordination and Reporting:

The Consultant will report on progress to the Communication Department, who shall within 10 working days of the receipt notify the Consultant of its decision concerning the product received, or request amendments.

Work plan & Time Schedule:

The consultant expressing interest in undertaking this task is required to set a work plan and time schedule for the design and execution of the video, while providing an overview of the entire process. The financial proposal should be presented in a breakdown of no. of crew, specific equipment to be used based on the objectives of the documentary.

Professional Skills and Experience

General Skills

- Experience in creating advocacy and awareness videos in a simple and entertaining way.
- Minimum of 5 years experience in working on similar development projects. Agencies with experience in shooting documentaries for development will be given a higher priority.
- Experience work of similar development project highlighting humanitarian part
- Understanding of gender-sensitive communications of how to deal with sensitivity with a topic such as SGBV.
- Knowledge of equipment related to videography.
- Applying Agencies should have a crew i.e., not one man/women show.

Execution of Assignment:

- Consultancy mission start and end date: From **a.s.a.p till end of 30 September**.
- Applying agencies should send a portfolio/ link for prior videos/photos along with financial proposal. The financial proposal is expected to be divided by line items.
- Any proposals received after the deadline mentioned, will not be considered.
- Please feel free to contact us via email for any further details or inquiry.
- CARE Egypt will respond to applicants with its decision within 5-10 working days from the proposal deadline.
- CARE keeps all rights to accept or refuse any offer received without giving reasons.

Conditions:

Interested applicants should submit the following documents in their offers:

1. Technical Proposal.
 - i. A brief description of the methodology proposed to be use in the assignment,
 - ii. brief description of relevant (similar) consultancies that would qualify for this assignment.
 - iii. CV of the director.
 - iv. Timeline / workplan.
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- v. Three Ref. contacts and links for similar production ... (MUST)
2. Minimum of 5 year experience in working on similar development projects. Agencies with experience in shooting documentaries for development will be given a higher priority.
 3. Knowledge of equipment related to videography. Experience in producing documentaries for the field of development, especially projects that are based in governorates & require travel.
 4. Financial Proposal:
The financial proposal is expected to be divided by line items to assist in determining the rationale of the given rates. (i.e. crew number, equipment used ...etc.)
 - The financial proposal is expected to be divided by line items. **include transportation & accommodation-if needed- in Minia, Beni Suef and Dakhlia**
 5. Financial Proposal:
The financial proposal should include a breakdown of the cost elements to assist in determining the rationale of the given rates.
CARE Egypt will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement

Consultant Professional Service Fees- may be subject to taxation

Description	Daily Rate in EGP	Number Days	Amount

Consultant Administrative Costs – may not be subject to taxation

Description	Unit Cost in EGP	Number Days	Amount

The evaluation will be based on the following criteria according to the submitted documents:

<u>Evaluation type</u>	<u>Percentage</u>
Qualifications	10%
Service proposed (Methodology of work and expected results)	10%
Experience (company profile and previous working samples)	40%
Financial Evaluation	40%

P.S. applications rated less than 40% in the technical evaluation will be excluded.

Deadline for sending the technical and financial proposal is 13 September 2022 Prior 5 pm.

To be submitted via CARE Egypt Foundation website – [Consultancy – CARE Egypt](#)

* Any proposals received after the deadline mentioned, will not be considered. Please accept our apology for not giving any exceptions or accepting any justification for late receive.

CARE Egypt will respond to applicants with its decision within 3-5 working days from the proposal deadline.

For Inquires

For any needed inquires; please contact us **12 Sept. 2022**, To be sent to Mrs. Nermin Mohamed, Procurement Officer to Nermin.Mohamed@cef-eg.org

Proposals will be assessed against weighted criteria that include understanding of the task; proposed methodology; previous experience and value for money.

CARE Egypt Foundation will respond to applicants with its decision within 5-7 working days from the proposal deadline.

CEF keeps all rights to accept or refuse any offer received without giving reasons.

Technical and financial offer will be discussed upon selection

Payment Schedule:

All payments (done within 20 working days from invoice submission) and linked with deliverables.

CARE Egypt foundation will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement. Thus, the financial proposal should include all taxes.

No down payment (advance) can be approved or provided by CARE.

- First payment: 20%of the total value, upon CARE approval on script.
 - Second payment: 20%of the total value, upon reviewing of the shooting rough cuts by CARE
 - Final payment: 60% of the total value, only after delivery of final video DVD, timely completion of and approving the deliverables (in Appendix A and TOR); and receipt of proper approved invoice unless the parties otherwise agree in writing.
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