

**Video Documentary to Promote “Climate-Smart  
Agriculture for Life” project  
Terms of Reference**



### **CARE Egypt Foundation:**

CARE Egypt is operating in Egypt since 1954. Its programming aims to help communities living in poverty meet basic needs, improve their social positions and cope with their challenging environments in ways that are sustainable and empowering.

Underpinning all of CARE Egypt's work is a commitment to strengthening local civil society, promoting human rights and addressing the underlying causes of poverty and injustice, such as poor governance, gender inequity, economic and social exclusion and conflict. CARE Egypt places special emphasis on investing in women and girls because its experience shows that their involvement invariably brings long-term benefits to families and communities. CARE Egypt focuses on four main programs: Women's Rights, Governance and Civic Engagement, Education, and Agriculture and Natural Resources

**For further information, please visit our website:** [www.care.org.eg](http://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 a 4-5-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 promotional small videos out of the original video and take still images while filming.

The purpose of this documentary is to shed light on the efforts of the locally-led adaptation and resilience efforts that CARE Egypt is creating for small farmers, with a special focus on women beneficiaries, in facing climate change problems while documenting the different phases of implementation to give the audience an idea of the process.

Please click [here](#) for reference of previous video documentary for the project.

### **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. Conduct a visit per month to each of two governorates; Beni Suef and Asuit. (One visit to Beni Suef in Sept, Oct, Nov - One visit to Asyut in Sept, Oct, Nov) to capture the different phases of project implementation. Total will be around 6 shooting days.
2. Provide a realistic and comprehensive storyline for the documentary film including a script with detailed timeline of events, shooting schedule, equipment and crew needed.
3. Provide subtitled translated copies from Arabic to English including approved logos and donor's disclaimer. Translation to be reviewed and approved by CARE Egypt.
4. Photograph the visits.

**CARE Egypt is expected to :**

5. Deliver a proper orientation on the project to the consultant
6. Provide feedback on edits and changes before final submission
7. Submit all needed graphic branding support; font, color scheme, logos.

### **Deliverables:**

- 6 shooting days
- Develop videos and edit photos (1) a 4–5-minute 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 4–5-minute video and 3) conducting photo shoots.
- Provide all raw material to CARE Egypt at the end of the project.
- English & Arabic subtitles for both videos.
- Catchy thumbnail images from the video.

### **Methodology:**

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

### **Coordination and Reporting:**

The Consultant will report on progress to the Communication Department and Project Manager.



### **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 professional and engaging advocacy and awareness documentaries for a social cause.
- Minimum of 5 years' experience in working on similar development projects.
- Experience in development field.
- Knowledge of video and sound equipment.
- Graphic design skills.
- Strong photography portfolio.

### **Execution of Assignment:**

- Consultancy mission start and end date: From **mid-September to mid-November**.
- Applying agencies should send a portfolio 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.
- الفاتورة الالكترونية is a must to apply.

### **Conditions of Implementation:**

Interested applicants should submit the following documents in their offers;

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

Consultant Administrative Costs – may not be subject to taxation

**The deadline for sending the technical and financial proposal August 31<sup>st</sup>, 2023**

**Payment Schedule:**

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

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.