



## **Terms of References (ToRs) For making portrait videos**

### **"A week on the farm"**

**October 2020**

#### **1. Context**

Support African Farmers in 2020 Emergency “SAFE 2020” financed by IFAD by a contribution from a stimulus mechanism for poor rural populations “Rural Poor Stimulus Facility” (“RPSF”), tends to support Farmer Organizations (FOs) to respond to the harshest impacts of COVID-19 on the most vulnerable rural population, in particular by disseminating reliable information on a large scale.

As such, the Board of PAFO validated the project "A week on the farm" which will highlight the work of African farmers on a daily basis, the challenges they face and the solutions they find to feed their fellow citizens in times of crisis through a series of portrait videos.

As part of highlighting the efforts of farmers to face the Covid and to ensure the continuity of their work on their farm, PAFO wishes to produce and disseminate a series of video-portraits of farmers selected in the five PAFO member networks, and a synthesis in a 26-minute documentary to meet the challenges brought by the pandemic.

These ToRs specify the scope, terms and conditions for the selection of videographer and his technical team for this mission.

#### **2. Overview of PAFO**

PAFO is recognized as the representative body of African farmers' organizations at the highest continental level. PAFO is currently made up of five African regional networks representing more than 70 farmer organizations in nearly 49 African countries.

PAFO is registered in Rwanda as an international non-governmental organization and is certified by the Rwanda Governance Board to operate legally and establish its headquarters in Rwanda under number 001/RGB/19.

Its mission is to represent the interests of African farmers and to promote “A vibrant, prosperous and sustainable African agriculture that ensures food security and sovereignty, including socio-economic and cultural development”.

### 3. Objective of the mission

This project intervenes in the midst of the Covid-19 pandemic, PAFO wishes to produce a series of videos portraying farmers at work in order to raise awareness of the daily work of farmers and highlight the solutions identified to meet the challenges imposed by the pandemic. As such, PAFO aims to highlight the agricultural sector and its importance by featuring different categories of farmers (women, men, young people, agri-entrepreneurs, etc.).

In addition, PAFO wishes to produce a 26-minute documentary, which will constitute a summary of video portraits.

### 4. Description of the expected service

The mission consists of the production of a series of video-portraits lasting between 6 and 8 minutes each in addition to a final documentary lasting 26'.

#### **The service therefore requires:**

- In-situ shots/images on the farm, the work of the farmers, their movements, their lives, etc.
- Images and sound taken during interviews/testimonies of decision-makers and actors. Interviews are prepared in advance with script to follow
- Development and validation of a scenario: a meeting will be organized with the service provider for the development of a production draft. The PAFO team will present the main objectives sought through the production of the videos, and a draft script will be developed, including in particular the various interviews and key messages to be included.
- Travel for filming, editing, mixing, audio and calibration.
- The service also provides for the production of a promotional teaser which will be broadcasted on a date agreed with the selected service provider.
- Support for the general coordination of the "video" and "editing" parts: in collaboration with the PAFO communications officer, the videographer will ensure the uniformity of the project and the consistency between the productions. He will be responsible for the quality of the content delivered.

### 5. Implementation constraints

**Filming locations, travel:** Several recording locations are envisaged in the five African regions. The order of travel and filming will be defined upstream by PAFO for better consistency of the overall project. The number of videos-portraits will be determined according to the unit price.

**Speakers:** The speakers are many and are all farmers. They are not necessarily experienced in communication techniques and will need to be quickly coached before shooting.

**Development and validation of a scenario:** A meeting will be organized with the service provider for the development of a production draft. PAFO team will present the main objectives needed through the production of the videos and a draft script will be developed, including in particular the various interviews and key messages to be included in the video.

**Scouting and filming:** On the basis of the validated script, the service provider carries out a scouting of people and filming locations in collaboration with the focal point in each PAFO member network. A shooting schedule is delivered at the end of this location. The duration for each video-portrait is estimated at 2 days of travel, 2 days of scouting and 3 days of shooting, or approximately one week per video-portrait.

**Final video project:** The diversity of media and types of shots must be part of an overall consistency.

- The duration of the ambience and infrastructure shots is free. Editing work will then be carried out to respect the duration provided for each video.
- It is planned to make enriched video: to the shots could be added the insertion of images (taken in-situ and which will be inserted in the PAFO photo library), motion design explaining or defining certain concepts, etc.
- It is planned for some videos to add comments or voice-over lessons
- The videographer is encouraged to submit any innovative proposal with the sole limit of the final consistency of the project.

**Format of videos and shots:**

- Videos should be of the highest quality.
- Videos will be in 16:9 format (adapted to the screen format of smartphones).
- The choice of image format and recording medium can be discussed between the videographer and the PAFO communications officer, depending on the artistic orientation.
- Images taken from a smartphone are prohibited, unless there is a justified artistic intention and for a very short video duration (a few minutes maximum).

**Tone of the videos:** PAFO speaking to farmers but also technical and financial partners from very different origins and backgrounds, the tone can be relaxed but must always remain serious. It should not be shocking, moralistic, or humorous.

**Editing work:** A first version of each edited video portrait will be submitted to PAFO. Following possible requests for modifications, the service provider will integrate the necessary changes and carry out the final editing of the video-portrait.

**6. Mission schedule**

Details	Deadline
Receiving the offers	30 November 2020
Selection	4 December 2020
Filming kick off	Between mid-December 2020 and mid-January 2021
Editing and controlling portrait videos	As filming and editing will be in progress
Editing and control of the 26' documentary	June 2021

## 7. Intellectual Property Rights

The intellectual property and broadcasting rights of the images, videos and documentaries produced within the framework of this mission remain the property of PAFO. The videos are designed to be uploaded as part of PAFO's actions.

All the rushes of the mission are given to PAFO. They can be reused by PAFO to meet subsequent communication needs.

## 8. Needed profile

- Significant experience in this type of mission or in the realization of video graphic projects
- An artistic sensitivity and a force of proposal
- An interest in issues relating to agriculture and farmers in Africa and/or sustainable development.

## 9. Submission procedures

- **Deadline:** 30 November 2020
- **Submission conditions:** Only electronic applications sent to [ceo@pafo-africa.org](mailto:ceo@pafo-africa.org) are accepted.
- **Content of bids:** Submissions must consist of a technical offer and a financial offer.

### a) The documents to be produced for the technical offer are:

- A cover letter;
- A detailed presentation of the applicant including his previous experiences and references. Examples of achievements in form of links to website, blog, video platforms, etc.;
- A detailed composition of the teams responsible for filming and editing the videos;
- The proposed work methodology and the technical equipment used;
- A schedule for preparing, filming and editing videos according to the constraints indicated.

### b) The financial offer:

The financial offer must take into account all the expenses relating to the performance of the service (cost of human resources and operational costs necessary for the performance of the service). Travel costs will be calculated in addition according to the filming locations. The financial offer must respect the following model:

Designation	Units	Number of units	Unit cost	Total cost
<b>A- Human Resources</b>				
Technician A				
Technician B				
<b>B- Technical</b>				
Filming Days				
Editing Day				
<b>C- Logistics</b>				
<b>Total Price</b>				

## **10. Financial conditions**

The detailed quantitative financial offer proposed by the service provider must take into account all the expenses relating to the performance of the service (cost of human resources and operational costs necessary for the performance of the service).

Payment will be made at the end of the service. A deposit may be requested.

## **11. Selection criteria**

Applications will be judged according to the following criteria:

- Experience and references (40%)
- Adequacy of the request with the specifications criteria (30%)
- Cost of the service (30%)

**Only selected bidders will be contacted**

**PAFO reserves the right to request additional documents or explanations**