

Production House  
Terms of Reference (TOR)

**Summary:**

Job title	Production House
Project title	Empowered and Capable Girls: Equitable Education for all
Purpose	Raise awareness of adolescents on the importance of seeking help behavior
Location	Beirut, Lebanon
Duration	20 working days
Start Date	7 March 2022
End Date	1 April 2022
Reporting to	Technical & Field Officer

**Background:**

In 2021, NCLW and UNICEF Lebanon signed an annual work plan for collaborations that aims at better understanding the barriers for accessing education for adolescent girls in the current multi-layered crisis that Lebanon is facing, and that might lead to higher risks child marriage among adolescent girls.

To prevent child marriage, UNICEF and NCLW will work on building sustainable structures to tackle barriers of girls' safe access to safe education on how to handle cases of adolescent girls at high risk of child marriage, while referring them to the needed services.

NCLW and UNICEF also seek to conduct a study that aims at better understanding the impact of the COVID 19 and economic crisis on adolescent girls in Lebanon, with a focus on their access to education and other basic needs; while proactively promoting importance of prioritizing girls' education through media campaigns and addressing effectively challenges that might lead to girls' school drop out in the current situation.

UNICEF and NCLW will develop a series of communication materials targeting the education team and children and caregivers on the importance of compulsory and equitable education for all girls, the risks of child marriage, and expanding the gender norms on what girls can do and be.

Consequently, NCLW and UNICEF require the services of Production House to raise adolescents awareness on the types of violence and the importance of seeking the MEHE helpline support in case they are subject or at risk of physical / emotional or sexual violence. Adolescents should be aware that they can call 24/7 the helpline and that their call will be received by trained psychologists in a confidential matter which will respond to their needs.

**Objective:**

NCLW and UNICEF are seeking to recruit a production house to create two videos targeting children and adolescents aged 10-17 years old on the importance of seeking help behavior in case they are subject to violence at home , or in the school ensuring that every child can seek help by calling MEHE helpline.

**Specific tasks:**

- Attending an introductory meeting with MEHE, NCLW and UNICEF teams to get introduced to the project and understand the purpose of the video.
- Drafting with the help of the Technical & Field Officer different draft scripts for the video in both English and Arabic capturing the main ideas and messages MEHE, NCLW and UNICEF wish to cover.
- Ensuring drafting the subtitles of the final video in both Arabic and English.
- Add sign language to provide children with full access to communication tool.
- Providing a detailed work plan including options for storyboard, actors, filming locations and schedule, as well as scripts in Arabic and English.
- Producing two videos, one targeting children and the other adolescents on the types of violence that promote seeking help behavior.
- Ensuring to shed the light on those who are at a higher risk of GBV including girls with disabilities.
- Ensuring the editing and montage of the video.
- Coordinating all facets of video production including brainstorming of ideas, planning, filming, coordinating scenes and actors, production and post-production editing in different size formats for TVs, for WhatsApp, for social media means, while taking into consideration MEHE, NCLW and UNICEF comments and feedbacks.
- Ensuring the incorporation of MEHE, NCLW and UNICEF comments, following back-and-forth rounds.
- Developing a visual background representing the main message of the video to be used for press-release.
- Updating the Technical & Field Officer regularly on the workflow and challenges faced.
- Ensuring the branding and visibility of MEHE, NCLW and UNICEF in the final product.

**Expected deliverables:**

- Two videos for children and adolescents to raise the awareness of children in schools to promote the importance of seeking help to be protected from violence as defined by MEHE, NCLW and UNICEF teams.

**Reporting:**

- a) Periodical meetings to be held between the company, DOPS Director at MEHE and Technical & Field Officer at NCLW to keep her/him updated on workflow and challenges.
- b) Periodical meetings to be held with MEHE, NCLW and UNICEF teams to keep them abreast of the main findings and to get clearance on tasks performed.

**Expected background and experience:**

The assignment requires the following qualifications and experiences from the Production House:

- A minimum of 5 to 6 years of professional experience in media campaigns.
- Access to high quality filming, light, sound and editing equipment.
- Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining a high level of professionalism.
- Track record of successful materials filmed in the region and/or on similar topics would be an asset.
- Previous experience in gender, child protection and human rights is an asset.
- Excellent written and spoken communication skills in Arabic and English.
- Experience in working with MEHE, NCLW and/or UNICEF/UN agencies is an asset.

**How to apply:**

Interested production houses must submit the following documents to demonstrate their qualifications:

- Production house's detailed information.
- A copy of legal and tax production house registration.
- Production house portfolio highlighting previous work experience.
- Detailed list with technical information of the equipment intended for use, including camera, light, sound, editing software.
- Brief presentation of the team, with CVs and functional responsibilities of the key people to be engaged in the production of the video.
- A separate financial offer in US dollars (detailed break-down of all estimated costs and clear total cost for the final product).

Prospective production houses should apply and submit the above-mentioned documents to the email address [nclw@nclw.gov.lb](mailto:nclw@nclw.gov.lb); no later than 1<sup>st</sup> of March 2022 at midnight (Beirut time), ensuring the subject line is denoted with the heading: NCLW / UNICEF Production House.

Incomplete submission will be a ground for disqualification.