

Production House 001
Terms of Reference (TOR)

Summary:

Job title	Production House
Project title	Empowered and Capable Girls: Equitable Education for all (Phase II)
Purpose	To produce an awareness video on how caregivers can contribute to positive change and respond to the needs of their children effectively.
Location	Beirut, Lebanon
Duration	2 months
Reporting to	Project Coordinator

Background:

In 2022, NCLW and UNICEF Lebanon signed an annual work plan for collaborations that aims at better understanding the barriers for access education for adolescent girls in the current multilayered crisis that Lebanon is facing, and that might lead to higher risks child marriage among adolescent girls.

Lebanon has been facing a compounded crisis characterized by the massive collapse of the economic and financial system as well as political and social instability over the last two years. This has exacerbated gender inequality, putting women and girls at greater risk of GBV and increasing the prevalence of child marriage. Faced with rising poverty, inflation, and increasingly scarce jobs, families are often cutting school expenses and resorting to child marriage as a harmful coping mechanism to deal with economic pressure.

According to the GBV IMS data (2021)¹, forced marriage, psychological or emotional abuse, and sexual assault were the most commonly reported forms of GBV incidents against children in 2021, accounting for 30 percent, 23 percent, and 21 percent, respectively. Due to the traditional gender

¹ GBV Information Management System (2021). Analysis of an increase in GBV incidents against children. <https://reliefweb.int/sites/reliefweb.int/files/resources/>

and social norms that impose restrictions on their role in society, girls are deprived of various opportunities and rights, namely education.

One of the most effective strategies to avoid child marriage is to keep girls in school. Adopting approaches that aim to prevent and respond to child marriage encompasses interventions that tackle the empowerment of girls; increase their access to the needed resources; change community and family attitudes and behaviors related to child marriage, and break the stereotypes regarding the role of girls in society.

As a follow-up to the first phase of the EU and Switzerland-funded joint project that was implemented by the National Commission for Lebanese Women (NCLW) in 2021-2022 in partnership with UNICEF, the team delivered different awareness sessions in public schools in collaboration with the Ministry of Education and Higher Education, targeting 3000 adolescent girls, extending to all Lebanese governorates. NCLW understands the importance to continue these sessions and reach out to more girls with the perspective to raise awareness of the pervasive practice of child marriage. This can be done through targeted advocacy which promotes gender equality and girls' empowerment through education and developing skills.

Objective:

NCLW and UNICEF are seeking to recruit a production house to create one video to raise awareness on how caregivers can assist in creating positive change and respond to the needs of their children effectively.

Specific tasks:

- Attending an introductory meeting with NCLW and UNICEF teams to get introduced to the project and the purpose of the video.
- Drafting with the help of the Project Coordinator at least three options of draft scripts for the video in both English and Arabic capturing the main ideas and messages NCLW and UNICEF wish to cover.
- Providing a detailed work plan including options of storyboard, actors, filming locations, and schedule, as well as scripts in Arabic and English.
- Producing 1 video on the importance of education and the risks of child marriage as defined by NCLW and UNICEF teams. The videos need to have a clear caption in English.
- Ensuring the editing and montage of the videos.

- Coordinating all facets of video production including brainstorming of ideas, planning, filming, coordinating scenes and actors, production and post-production editing in different formats for TVC, for WhatsApp, for social media means, while taking into consideration NCLW and UNICEF comments and feedbacks.
- Ensuring the incorporation of NCLW and UNICEF comments, following back-and forth rounds.
- Updating the Project Coordinator regularly on the workflow and challenges faced.
- Ensuring the branding and visibility of NCLW and UNICEF in the final product.
- Developing a final detailed analysis report about the campaign, with a focus on its impact in terms of reach, clicks and engagement rates.

Expected deliverables:

One video targeting caregivers on how they can help produce positive change and adequately address the needs of their children.

Reporting:

- a) Periodical meetings to be held between the company and the Project Coordinator to keep her/him updated on workflow and challenges.
- b) Periodical meetings to be held with the NCLW team 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 and human rights is an asset.
- Excellent written and spoken communication skills in Arabic and English.
- Experience in working with 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 experiences and work.
- Detailed list with technical information of the equipment intended for use, including camera, light, sound, and 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 info@nclw.gov.lb; no later than October 11, 2022, at midnight (Beirut time), ensuring the subject line is denoted with the heading: **NCLW / UNICEF Production House001**.

Incomplete submission will be a ground for disqualification.