

Production House

Terms of Reference (TOR)

Summary:

Job title	Production House to develop three infographic videos based on the concept of Qudwa material
Project title	Empowered and Capable Girls: Equitable Education for all
Purpose	Develop three videos based on QUDWA material that intends to raise awareness on child marriage, stereotype, and violence against girls.
Location	Beirut, Lebanon
Duration	20 working days
Start Date	3 March 2022
End Date	31 March 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 access 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 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 based on Qudwa material targeting adolescents to raise awareness on gender norms. In 2019 UNICEF supported the development of a Social Behavioural Change and Communication Plan (Qudwa) which aims at preventing child marriage, stereotype and violence against girls, boys and women, in Lebanon. In

order to achieve this, the Plan's success is defined by "behaviors that promote the wellbeing, dignity, and equality of women, girls and boys are practiced and become the norm in Lebanon".

Consequently, NCLW and UNICEF require the services of Production House to produce three infographic videos based on Qudwa that intend to raise awareness on child marriage, stereotypes, and violence against girls in an attempt to eliminate such trends among Lebanon's different communities.

Objective:

NCLW and UNICEF are seeking to recruit a production house to create three videos that target adolescents to raise their awareness on child marriage, stereotypes and expanding of what girls can do and perform, and violence against girls.

Specific tasks:

- Attending an introductory meeting with NCLW and UNICEF teams to get introduced to the project and the purpose of the videos.
- Drafting with the help of the Technical & Field Officer at least three options of draft scripts for the three videos 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 three videos on child marriage, stereotypes and violence against girls 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 TV, 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 Technical & Field Officer regularly on the workflow and challenges faced.
- Ensuring the branding and visibility of NCLW and UNICEF in the final product.

Expected deliverables:

- Three infographic videos target adolescents based on Qudwa material that intends to raise awareness on child marriage, stereotypes and violence against girls aimed at addressing the root causes of harmful practices.

Reporting:

- a) Periodical meetings to be held between the company and the Technical & Field Officer to keep her/him updated on workflow and challenges.
- b) Periodical meetings to be held with NCLW and UNICEF 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, child protection, and human rights.
- 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.
- 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 8th March 2022 at midnight (Beirut time), ensuring the subject line is denoted with the heading: NCLW / UNICEF Production House: Qudwa.

Incomplete submission will be a ground for disqualification.