



## TERMS OF REFERENCE FOR THE PRODUCTION OF DOCUMENTARIES

### **Project Title: *Promoting livelihoods and Inclusion of vulnerable women domestic workers and women small scale traders - Wezesha Jamii project***

#### **1. Brief about Youth Alive! Kenya (YAK)**

Youth Alive! Kenya (YAK) is a Non-Governmental Organization (NGO) registered in 2003. The organization advocates for and supports youths as well as women's participation in decision making and development processes. YAK envisions "A society in which youth and their society take active responsibility for their lives to shape their destiny and communities".

#### **2. Background of Wezesha Jamii Project**

Youth Alive! Kenya (YAK) is implementing the Wezesha Jamii project in partnerships with Oxfam, National Organization of Peer Educators (NOPE) and SITE Enterprise Promotion. The project is funded by the European Union (EU). The Wezesha Jamii project has an overall objective of contributing to the achievement of secure and productive lives of vulnerable population dependent on the informal economy in urban Nairobi by empowering women domestic workers (WDWs) and small traders (WSSTs) economically and socially to attain better livelihoods for themselves and their dependants in five Nairobi informal settlements namely; Mukuru, Kibera, Korogocho, Mathare, Kawangware.

The project is expected to lead to these four results: 1). Increased livelihood opportunities and social support options of women target groups. 2). Greater equity and resilience of women target groups. 3): Women target groups empowered about their rights and having a collective voice. Result 4): Government and other stakeholders well informed and delivering their responsibilities with increased efficiency. At the start, the project conducted a baseline survey through research and visual documentary to understand the situation of the project beneficiaries, WSSTs and WDWs. Currently, the project is at the midway and it is against this backdrop that Youth Alive! Kenya is seeking for the support of an external consultant to document the change through visual documentary among the WSSTs and WDWs who have benefited through a range of interventions by Oxfam, YAK, NOPE and SITE.

#### **3: Purpose of the consultancy**

The purpose of this consultancy is to document visual progress from the baseline towards achievement of the project expected results at end of the project. The documentary will capture testimonies of the target WDWs and WSSTs who have benefited from the project through the intervention by the four project partners, Oxfam, YAK, NOPE and SITE.

#### **4. Overall Objective**

The objective of the consultancy is to produce two documentaries (with 2 promotional versions) on Wezesha Jamii's stories of change from the target beneficiaries. One documentary shall focus on WSSTs and the other on WDWs highlighting and communicating change in livelihood and resilience of target women and their families.

#### **Specific Objectives**

1. To showcase and highlight the project impact by the Wezesha Jamii partners, the transformation in the lives of the beneficiaries and the effectiveness of strategic partnerships.

For long-term sustainability, the product will be used by partners and target women to raise awareness and gain more support about women's rights issues. The product shall also showcase tangible results of EU funded work in the informal settlements of Kenya beyond project implementation phase.

#### **Audiences**

1. European Union and Projects Direct, the donors funding Wezesha Jamii to showcase the impact of their contribution in development work in Kenya.
2. The documentary will be used beyond the implementation period by partners in public engagement, campaigning and calling on more people to support the project interventions.

#### **Key messages and themes**

- Wezesha Jamii is currently reaching nearly 30,000 women from the informal settlements in Kenya.
- As a result of Wezesha Jamii project activities, women have acquired business skills, accessed business financing from the government and are also exercising their rights including social security.
- Wezesha Jamii model is sustainable as a result of multi stakeholders' engagement. Wezesha Jamii is working with law enforcements officers, government bodies, local communities and stakeholders from the private sector and the target women.

#### **5. Scope of Work**

Under the supervision of the Project Manager, the consultant will perform the following tasks;

- Initial meeting with project staff and partners to agree on the task, timelines and contracts
- Review the project documents to clearly understand the task (e.g. proposal, baseline information and mid-term documentaries)
- Develop tools and guidelines for data collections (interview guides)
- Prepare and make consent to the project respondents
- Make visits to the project sites to collect data/ documentary clips
- Participate in the selected project filed activities to get more information
- Develop and share documentary drafts for comments by staff and project partners
- Produce final documentaries based on the comments received

## **6. Deliverables**

- a) Two 3- 4 minutes documentaries on small scale traders and domestic workers.
- b) One 30-45 seconds promotional video on the achievements of Wezesha Jamii for digital media use.
- c) 20 high resolutions photos (JPEG version) of the beneficiaries featured in the documentaries. The images should be well captioned indicating official name, age, location, profession and significant change as a result of Wezesha Jamii. example will be provided
- d) DVD copies of the raw video
- e) Three (3) DVD Copies of the signed off products.
- f) Digital versions of the signed off products for social media use in an easy to share format.

## **7. Expected documentaries outcomes**

- To tell real people's stories, engaging audiences and leaving a lasting impression
- To show the reality of the contexts in which Wezesha Jamii is working in.
- To showcase the range of Wezesha Jamii interventions, their successes and anticipated impact.

## **8. Timeline**

It is estimated that the consultancy will be completed within 30 working days from the start date.

## **9. Management:**

Youth Alive! Kenya will take lead in management of this consultancy through the Project Manager with overall supervision of the Executive Director and support of Oxfam. The consultant will however, take in the feedback, guidance and recommendations by all the project partners done through meetings and written submissions.

## **10. Qualifications of consultant**

The consultant(s) should have the following qualifications and work experience:

1. At least university level degree in communications
2. A minimum work experience of 5 years in communication
3. A good understanding of video production
4. Proven track record with examples/samples/links of documentary production

## **11. Response proposal specification**

Those interested in the consultancy must include in their application a detailed technical and financial proposal with the following components:

### **Technical**

- a) Profile and qualification of the consultant/s
- b) Understanding and interpretation of the TOR
- c) Methodology to be used in undertaking the assignment
- d) Time and activity schedule
- e) Financial proposal for the Consultant/s with daily rate in Kenya shillings
- f) Availability

## **12: Submission of proposals**

Interested individuals or teams should submit their proposals and budget to: Project Manager by email [samwel.oyomo@youthalivekenya.org](mailto:samwel.oyomo@youthalivekenya.org) and cc to; [hr@youthalivekenya.org](mailto:hr@youthalivekenya.org). Mark the subject as 'Documentary Production - Ref **001/2018**'. The deadline for application is 14<sup>th</sup> May 2018 at 5.00pm