

Terms of Reference for

Short Video production: Improving livelihood through access to modern energy solutions

Cooperation between Irish Aid and EnDev

I. Background

The Energising Development (EnDev) Ethiopia is supporting the improvement of access to modern energy services in Ethiopia in the framework of the EnDev Partnership, which is jointly funded by the Netherlands Directorate-General for International Cooperation (DGIS), the German Ministry for Economic Cooperation and Development (BMZ), the Norwegian Ministry of Foreign Affairs (MFA-N), Australian Government Department of Foreign Affairs and Trade (DFAT), the UK Department for International Development (DFID), and the Swiss Agency for Development and Cooperation. Irish Aid, several times, has provided co-funding to the EnDev country activities in Ethiopia.

GIZ EnDev is working closely with the Ministry of Water, Irrigation and Energy (MoWIE) in the implementation of the programme, providing technical assistance and cooperating with governmental and non-governmental organisations, private institutions and enterprises, as well as cooperatives and rural communities.

In December 2014, IA and GIZ signed a letter of agreement to extend their cooperation to the field of off-grid lighting in Tigray and SNNPR with a project phase of December 2014 to December 2016. An additional MoU with a respective letter of agreement was signed in March 2015 on the promotion and dissemination of improved cook stoves (ICS) for a period of 3.5 years until mid-2018. The cooperation aims to improve livelihood by increasing the access to modern energy solutions in form of solar lighting, health centre electrification and improved cook stove dissemination in rural areas of Tigray Region and SNNPR. Through renewable energy technologies, CO2 emission will be minimised and the pressure on environment and other local resources reduced. This is in line with Irish Aid's country strategy 2014-2018 to mainstream and engage with environmental and climate change issues with a special focus on low-income groups.

II. Objective:

The promotional short video-clip shall visualise the major outputs and impacts of the cooperation between Irish Aid and EnDev Ethiopia. The audience gets an idea about the contribution of the interventions financed by Irish Aid and implemented by EnDev Ethiopia. The video will be presented to a broad audience in order to showcase the intervention.

III. Specific Objectives

The promotional video is designed to address the broad Irish public. It will be spread through online social media, used as a project introduction on meetings, conferences and similar occasions and also distributed for external

use. The video shall highlight the changes in the people's daily lives on and the environment through the dissemination of improved cook stoves and solar systems.

IV. Scope of Work

Scope of the work is a five (5) minute video that showcases the sustainable access to energy as an essential factor to improve the livelihood of Ethiopia's rural population by contributing to reduce poverty, minimising health risks and improving education, especially for women and children. The work includes:

- Review and revise the preliminary script prepared by the EnDev (script development).
- Travelling to the field for interviewing and video shooting.
- Post-production of the footage.
- Narration and translation.

V. Responsibilities of the services provider

Take over the technical production of a high quality promotional video including all project steps (script development, filming, post-production).

- Revise the preliminary script prepared by EnDev Ethiopia staff in order to have a detailed storyboard and a comprehensive video guideline for the field trips including planning the communication with the beneficiaries.
- Assign a video producer/director/videographer to in the project areas.
- Plan and execute field trips in cooperation with the EnDev Ethiopia responsible.
- Provide technical equipment (photo and video cameras, lighting systems and all necessary sound equipment) and all further video production material.
- Provide translations and a professional native speaker to do the Amharic and Tigrinya interviews in to English.
- Independently do the post-production, thereby requiring a recording studio and the respective programmes for e.g. cutting, sound editing, adding subtitles and all further production equipment. The service provider must hold the rights for the music to be used for the clip.
- A first draft will be provided open for comments and remarks of EnDev.
- Submit the final version.
- Cover transport costs (to Mekelle, Tigray) and all accommodation, meal and other costs for production staff.
- During the whole production process, a high level of cooperation with the EnDev staff is required.

VI. Responsibilities of EnDev Ethiopia

- Preparation of the preliminary script for video clip.
- Identification of the beneficiaries in the project area (SNNPR & Tigray) for the interview and video shootings.

- Planning and organisation of transport during the field trips within

Tigray and to/within SNNPR.

- Assisting and accompanying of the film team during the field trips to SNNPR (two days) and Tigray (three days).
- Supervision of the shootings, while ensuring logistic support and technical assistance.
- Provide the necessary logos and factual information to be incorporated into the film.

VII. Deliverables

- A five (5) min. 1080p (1920x1080 resolution) high definition video delivered in two copies on CD/DVD.
- A detailed report on all photography and filming locations including the script in digital format, names and contact details of all individuals interviewed and other persons involved.
- Provision of all the raw video footage.

VIII. Required Qualification and Experience

It is expected that the executing company has a good understanding and a high experience in video production and documentation. The company should possess the following detailed qualifications and experience:

- Ability to design, develop and execute a short video production.
- Experience in producing high quality professional video production and presentations.
- Outstanding videography skills and prove similar work experience.
- Outstanding photo and video editing skills.
- At least five years of working experience in Ethiopia.
- Proven ability of creative working.
- High level of communication with its customers.
- Experience in working in remote rural areas, experience in Tigray and SNNPR preferred.
- Experience with NGOs, especially in the fields of renewable energies and livelihood is an asset.

IX. Estimated Period:

The whole project will take a maximum of 2 months in total, starting with the 1st of August. Within these 2 months, the service provider will entail twenty working days (five days field travel in Tigray and SNNPR, fifteen working days for revising the script, editing and finalising the work).