**Penny Appeal**

**TERMS OF REFERENCE (TOR)**

**For Producing Video documentary for the project**

**“Emergency Assistance for the Forcibly Displaced Myanmar Nationals”**

**Background:**

Penny Appeal is a charity organization registered and based in UK. Since the start of the Rohingya influx in August 2017, Penny Appeal UK is responding to the crisis in Cox’s Bazar. Poverty Eradication Program (PEP) and Agrajatra, two of the implementing partners of Penny Appeal are there on the ground for supporting the Refugees.

Starting from emergency food and drinking water distribution, Agarajatra has implemented different thematic interventions with the financial support from Penny Appeal. Among those supports; Shelter, WASH, Child Protection, Protection of Women & Girls and Health are the major thematic areas to mention here.

PEP is a health focused organization and Penny Appeal has implemented a very good project titled “Open Your Eyes” which supports to the poor people through eye camps, corrective surgery and referral in the north and northwestern part of Bangladesh. PEP is also responding to the Rohingya Crisis in Cox’s Bazaar with the financial support of Penny Appeal. Even though, in the beginning they were involved in distributing rice husk, but currently they are going to distribute a number of “Disability Supportive Devices” to support to the disable people amongst the Rohingya Refugees.

Penny Appeal recognizes that documentation and communications are fundamental to reach the organization’s mission and objectives. Penny Appeal therefore seeks qualified and experienced video and photographer to produce a video documentary of the Rohingya Response activities. The assignment will focus mainly on current distribution but slightly would touch upon the previous and ongoing other responses of Penny Appeal at Cox’s Bazaar camps.

The Purpose of the TOR is to produce a very short video documentary for motivation and communication wider stakeholders, policy makers and international audiences on activity of emergency response for the said refugees.

The overall objective of the documentary task will focus on the following:

* Capture distribution of “Disability Supportive Devices” and “Rice Husk”.
* Capture and summaries the emergency response by the Penny Appeal in selected sites, including the best practices and evidence
* Express most significant personal stories from the beneficiaries.

**Thematic Areas:**

* Protection of Disable people
* Health
* WASH
* Child, Girl and Women Protection
* Shelter

**Proposed Methodology:**

The freelance videographer & photographer or firm would have the following specific tasks to perform:

* Hold initial orientation meetings with the Penny Appeal staff to gain an understanding of and key issues to be covered in the assignment, list of sites and activities to be covered.
* Develop tools to be used in the field and share with Penny Appeal. Generate a script that appropriately captures organizational initiatives in the footage
* Undertake field work to document case studies, change, capture video and photographic footage
* Edit final video, inclusive of inputs from project team members at Partners level and CEO of Penny Appeal and work on the final production. This will involve putting together all the clips, putting voice overs/narration, appropriate music, fonts/titles, and subtitle/ voice over translations into English (where appropriate)
* Excellent and creative visual composition/cinematography (camera angles, camera movement, lighting, framing of shots)
* High quality sound and excellent use of music for the soundtrack
* DVD (high resolution and high quality master copy)
* High resolution and quality MP4 format
* High quality, sharable MP4 medium resolution format.

**Scope of Work:**

* Penny Appeal seeks a qualified and competent individual Videographer/Film Producer to develop video, edit and finalize on activity of Rohingya Response which will be an instrument to motivate and communicate local and international audience for raising fund.
* A work plan should be produced by the individual/firm and approved by Penny Appeal.
* Script writing, shooting, editing such as audio dubbing, voiceovers, animations, titling, subtitling (in English), and so on and sharing those with CEO Penny Appeal.
* Video footage will be as required in line with the agreed storyline and scripts and should be filmed as required, along with suitable interviews and dialogue.
* Interview will be included Rohingya community disable persons received supportive devices, guardian of the persons with disability, leader/majhee, women & children, Govt. officials (local), partners and & PA staffs.
* Presentation of the draft documentary for comments and suggestions from PA staff.
* Original video & photographer in the field would require 2 full days at Cox’s Bazaar.

**Locations:**

|  |  |  |
| --- | --- | --- |
| **Area** | **Duration** | **Programme / Activity** |
| Moynarghona camps (11, 12 and 16) Ukhiya, Cox’s Bazar  Hakimpara Refugee Camp(14), Ukhiya, Cox’s Bazar  Balukhali Refugee Camps-(9,10) Ukhia, Cox’s Bazar | 1 month | * Protection of Disable people * Health * WASH * Child, Girl and Women Protection * Shelter |

**Deliverable/Outputs:**

* 7 minute high resolution documentary (final version).
* In addition 2 minute high resolution video documentary (final version) also is required.
* Final video documentary in DVD format 10 copies and mp4 format (1 x large file size and 1 x small file size).
* All draft documents and raw footage (Video, Audio & Photography).
* At least 20 quality still photographs.
* The production and all background documentation will remain the property of Penny Appeal.
* The video documentary must be a high quality film that is the same standard as the follow two samples:
* 1)<https://www.youtube.com/watch?v=myFVmTHDpp8>
* 2) <https://www.youtube.com/watch?v=bbt1QuDLEZg>
* The Video documentary must follow Penny Appeal (PA) branding guidelines when using the PA logo, font style and color pallet. (To be provided to the winner only)
* The assignment will start as soon as the agreement is signed off.
* **A draft edit of the film must be delivered to CEO-PA within 15 days of agreement signing, for feedback.**
* **A final edit of the film must be delivered to CEO-PA within 30 days of agreement signing.**

**Mode of Payment:**

The payment will be made by A/C Payee cheque in favor of the Assignee by United Purpose on behalf of Penny Appeal (PA) on the two installments. This includes in the agreement between Penny Appeal UK and United Purpose.

1. An agreement will be signed off between CEO Penny Appeal and selected individual or firm.
2. 30 % of total contracted amount will be paid on signing of this agreement.
3. The remaining 70% will be paid after acceptance of the final delivery of video documentary Or Total payment will paid by final deliver of VDO document.
4. All payments are subject to the receipt of an invoice to UP by the Assignee and deduction of GOB taxes by UPB

**Profile of the consultant and proposal submission:**

* The vide and photographer should possess at least 5-10 years of professional experience in communications, production, and editing of relevance video documentation
* The lead person and team members should be conversant with gender analysis methodologies (required).
* S/he should submit a technical proposal inclusive of work plan, work methodology and detailed budget and two samples of previous work through web link or e-mail: [fahmida.khanam@united-purpose.org](mailto:fahmida.khanam@united-purpose.org) with a copy to [shamina.akhtar@pennyappeal.org](mailto:shamina.akhtar@pennyappeal.org) ; preferably relevant to the subjects of this assignment

**Selection Weight:**

|  |  |  |
| --- | --- | --- |
| 1 | Background | 15 |
| 2 | Relevant Experience with observing previous work (two CDs) | 30 |
| 3 | Team composition | 25 |
| 4 | Financial Proposal | 30 |
| **Total Score** | | **100** |

**\*\*\***