



TERMS OF REFERENCE

2280BPRM - Procurement of consultancy service to carry out a video and photo documentation of the Project “ASET II” in Iraq

CONTEXT OF INTERVENTION

1- ABOUT THE PROJECT

AVSI is implementing a 24-month project focused on the **livelihood and economic Empowerment** sector, integrating **socio-cultural inclusion and social cohesion** and **capacity building** objectives. The project will build upon the successful model of economic recovery of the agricultural and livestock sectors and lessons learned from the two previous PRM funded projects implemented by AVSI and targeting vulnerable returnees, IDPs, and host communities.

2- PROJECT GOALS

The project goal is to strengthen the socio-economic resilience of vulnerable returnees, IDPs and the host community in Ninawa and Duhok governorates; and it is comprised of the following three objectives:

1. To reactivate and develop local business production capacity and income-generating activities for vulnerable returnees, IDPs, and the host community.
2. To improve local community institutional capacity to deliver services in the agriculture and breeding sectors.
3. To foster civic engagement and social cohesion in a local context that boosts the business environment.

3- APPROACH

Since 2018, AVSI has been a PRM implementing partner in Iraq. AVSI's past experience in livelihoods sector projects demonstrates the importance of the intervention in the areas liberated from ISIS. The project mostly covers the (agricultural, livestock breeding, food production, and community garden rehabilitation) sectors.

Minimum Economic Recovery Standards are incorporated in the project design to minimize disruption of the local market and ensure a longer-term recovery for farmers and institutions supported. The project will limit the impact of the war in Ukraine on local agriculture and breeding sectors by promoting self-produced fodders, grain, and vegetables. The project will reactivate the production capacity of small and mid-size enterprises (SMEs) in the agricultural sector. In addition, AVSI will boost the capacity of the Association of Livestock Farmers and Technicians



(AFLT) in Al-Hamdanyia and establish a new association in Tel Kaif. The Associations will receive administrative, legal support services, and equipment to produce fodder.

The replication of the successful intervention related to the business partnership between the host and IDP communities will continue addressing social cohesion and stabilization of the affected communities. At the same time, safe common spaces and gathering points for the families, such as community gardens and social cohesion between minorities and the host community, will be facilitated. Finally, initiating small producers' in Duhok will increase accessibility to the market and provide additional opportunities to increase profits.

4- SOCIAL COHESION APPROACH

The project will support 110 farms in the sheep breeding sector in Sumail and Shekan districts, and in the municipality of Alqosh. Each farm will have one host farmer who owns the farm and make available their farm to an IDP. Each host farmer will receive 18 sheep and a ram; and each IDP will receive 18 sheep. The IDP farmer will manage the breeding of the entire flock in return for access to the farm. This provides an opportunity for the host community and IDPs to work together and foster social cohesion. In addition, AVSI will provide greenhouse vegetable production support to 60 IDPs and 30 HC in Shekan district and to 60 IDPs and 30 HC in Sumail district. Each HC will be an active farmer producing vegetables in at least one greenhouse and is willing to install two additional greenhouses of around 480m² on their farm. The two greenhouses will be managed by the host farmer and 2 IDPs and profit will be equally shared.

Within the scope of promoting social integration among different communities (returnees of different groups and religions in Ninawa), this activity is a concrete initiative to enhance social cohesion. The community gardens will facilitate social interaction, leading to positive neighborhood norms and social networks. The gardens will also provide children and youth with a safe space to play and learn through hands-on learning activities and observation. The community garden will be primarily dedicated to gardening learning activities for children and youth. Through these activities, AVSI aims to boost the spirit of belonging within the local communities. The location of the community gardens will be determined in collaboration with local authorities, and AVSI will sign a Memorandum of Understanding with the municipality of Tel Kaif, Alqosh, and Sinjar to define management directives. The community garden will be equipped with playgrounds, pavements, electrical systems, electrical rooms, water tanks, benches, trash bins, fruit trees, green grass, flowers, ornamental plants, and irrigation systems. Kindergartens and schools of the municipalities and the Essian Camp will organize periodic visits to these spaces.

5- EXPECTED RESULTS

The agricultural sector is vital for social stability and food security. Animal husbandry, agricultural production, and food processing infrastructures support the sustainability and development of the agricultural value chain. As a result, Strengthen the socio-economic resilience of vulnerable returnees, IDPs and the host community in Ninawa and Duhok governorates.

REQUIREMENT OF THE CONSULTANCY SERVICE

1- VIDEO OF THE PROJECT

Preparation, realization and editing of 1 video but with 2 versions (long version 5-6 minutes, and a short version 45-75 seconds) that shows the work done by the Activity, giving emphasis on the beneficiaries following PRM and AVSI visibility guidelines.

The proposal must be submitted considering the following guidelines:

No.	Deliverable	Estimated Timelines
Documentary Video		
1	Design of the documentary video proposal and the draft of the script (duration: 5-6 minutes & 45-75 seconds)	15 May - 25 May 2023
2	Present the script to AVSI Iraq, and AVSI-USA communications team and AVSI HQ. Edits and final approval.	28 May 2023
3	Realization of video recording in Iraq with visits to intervention areas and interviews with beneficiaries.	1 July – 8 July 2023
4	Video editing and post-production of 3 versions of the same video (translation will be provided): <ol style="list-style-type: none"> 1. with English subtitles 2. with Arabic subtitles 3. Blank version, without subtitles, without graphics, without music 	11 July – 3 Aug 2023
5	A 9.16 vertical version for Instagram (translation will be provided): <ol style="list-style-type: none"> 1. English subtitles 2. Italian subtitles 3. Length to be (60-90) seconds max. 	11 July – 3 Aug 2023
6	Delivery of a first draft to AVSI for review	4 Aug 2023
7	Delivery of the final video to AVSI	28 Aug 2023
Photography		
8	Realization of action photography in Iraq during visits to intervention areas and interviews with beneficiaries	1 July – 8 July 2023
9	Selection of 50 professional photographs of beneficiaries and their activities	11 July – 3 Aug 2023
10	Delivery of a selection of 50 professional photographs to AVSI for review	4 Aug 2023
11	Delivery of the final photographs to AVSI	28 Aug 2023

2- PHOTOS OF THE PROJECT

According to the media visibility plan, realize at least 50 photos during the period in Iraq for using it on our website and social media publications.

3- REPORT ON ACTIONS TAKEN ON PROJECT VISIBILITY PLAN PRESENTED

Submit a brief dissemination plan, indicating which media you will publish the stories and the media reach.

4- TENDEREEES REQUIREMENTS

- Influencer with great videography and photography skills and with proven experience working on documentaries and broadcast media.
- Excellent knowledge of English, both oral and written
- Previous publications or references concerning the subjects of the project activities
- Compliance with AVSI Code of Ethics and Eligibility criteria

5- CRITERION OF PREFRENECE

- Knowledge of English, both oral and written
- Portfolio of reportage and/or documentaries published/broadcasted in United States/Iraq or other international media.
- Great portfolio on social media platforms

6- FURTHER REQUIREMENTS

- Project management skills: flow management, teamwork, strong organizational skills
- Creativity
- Excellent attitude towards problem solving and ability to adapt
- Good interpersonal skills
- The service provider undertakes also to regularly provide any updates, data and information material requested by the communication team in order to achieve a better coordination among the project partners and to carry out the project activities in a timely manner.

7- DURATION OF THE PERIOD OF ENTRUSTMENT

The consultancy service starts from the date of the contract signature (estimated in May 2023) until the delivery of the video, and photos (scheduled for 28 August 2023).

8- BUDGET AND PAYMENTS

The proposal with all expenses, fees and taxes included **cannot** exceed USD 6,500 (Six Thousand and Five Hundred USD). Payments will be made in two installments, 40% upon signing the contract and 60% upon completion of all tasks (estimated by 28 August 2023).

9- COMPLIMENTARY SERVICES PROVIDED BY AVSI

The consultant will be accompanied by AVSI Iraq's Communication Specialist during the mission to help with interviews and translation, local transport will be provided.