



**Association Friends of Raoul Follereau – AIFO Liberia**

**Vacancy Number:** 19S/2022\_QR2\_CAD-L

**Project CAD-L-13206**

## **CONSULTANCY: Video, Editing and Production Training on Work Rights and Inclusion of PWDs Awareness**

**Issued on:** June 6, 2022

**Deadline for Application:** June 20, 2022

### **1. Background**

AIFO is an International NGO with headquarters in Bologna, Italy, working in the field of international health cooperation and disability since 1961. AIFO operates in Liberia since 1997. AIFO Liberia's mission focuses on the promotion of disability rights, building the capacity of local Disabled People Organizations (DPOs) and on fostering economic independence for People with Disabilities (PWDs).

The Swedish (SIDA 2016 – 2020) strategy for development cooperation in Liberia poses distinct attention to gender equality, respect of human rights and democracy, as critical principles backing the enjoyment of development and developmental programs in the country. The strategy also recognizes the need to work with duty bearers (the state) and right holders (the citizenry) to ensure development programs are demand-driven, transparent, sustainable and locally owned.

With overarching strategic direction, AIFO and SIDA entered an agreement in December of 2019, for the development of a proposal for an action promoting the human rights of people with disability in Liberia. The agreement decided on an inception phase of one year, which extended by two months due to the global crisis, COVID-19. The Coordinated Action on Disability in Liberia, inception phase, aimed at improving economic opportunities of people living with a disability in Liberia (art.27 of the Convention on the Rights of Persons with Disabilities). During the project's inception phase, a small team of 12 PWDs from the counties of Bong, Nimba and Montserrado was trained in video production by IlluminAid during the CAD-L inception phase. The idea is to use local footage as a means to effect behavioral change towards PWDs.

They were equipped with 4 video kits composed of 1 mobile projector (including a tripod, a speaker and all the other equipment necessary to easily show a video in rural communities), 1 video camera, (with a tripod, lapel microphone, and SD cards for storage) and 1 charger (including solar panels and cables that allow the camera, projector, and speakers to be recharged via sunlight, motor scooter, or automobile). 2 portable laptops were made available for editing. These items were also distributed to the PWDs organized across 4 teams. So far, few behavioral change videos have been produced and, in the CAD-L full phase program (September 1 2021-31, August 2025), AIFO intends to make good and effective use of this material, and will aim to extend the skills provided to the target population of Lofa and Bomi counties.

In order for Duty bearers (DB) and Civil Society Organizations (CSO) to take concrete steps in advancing Art. 27 (Work and Employment) of the CRPD and alter attitudes of the general public, CAD-L intends focusing on increasing awareness on PWDs' work and employment rights. Video is an excellent tool for behavior change, knowledge transfer and advocacy and will be a key audio-visual tool belt in the education of the general public, as well as national and local decision makers and agents of change, regarding the right of PWDs to work, employment and entrepreneurship.

One of the major activities of the project under Intermediate Outcome 1, is Output 1.2: DPOs (with a specific focus on OWWDs) effectively run video campaigns/awareness on PWDs employment and work rights at county and national level, with a specific focus on COVID19 during the emergency phase.

## **2. General Goal:**

The overall goal of Output 1.2 is to induce behavioral change, transfer knowledge, serve a means of advocacy and be a key audio-visual tool belt in the education of the general public, as well as national and local decision makers and agents of change, regarding the right of PWDs to work, employment and entrepreneurship.

## **3. Objective(s) of the Action:**

- Selected participants from DPOs and OWWDs to acquire skills in video editing, production and marketing;
- Induce behavioural change concerning PWDs, by Showing awareness videos to low-resource communities to buttress traditional methods of dissemination, such as pamphlets and flip-charts,
- Address the needs of the hearing impaired in the dissemination of important awareness and advocacy messages on the rights PWDs
- Serve as trigger for PWDs to become entrepreneurs by providing entertainment content as well as educational opportunities to the local population -- and making a profit in the meantime.

#### **4. Scope of the Work:**

1. Carry out a 4 day video editing and production training in the counties, targeting 18 PWDs. The video training will be organized by AIFO in collaboration with a Liberian owned video editing and production company or a professional video and producer.
2. purchase of 2 additional video equipment kits containing 1 mobile projector (including a tripod, a speaker and all the other equipment necessary to easily show a video in rural communities), 1 video camera, (with a tripod, lapel microphone, and SD cards for storage) and 1 charger (including solar panels and cables that allow the camera, projector, and speakers to be recharged via sunlight, motor scooter, or automobile). for PWDs in the counties of Lofa and Bomi.
3. regularly support, through coaching, mentoring of video makers across project counties
4. stimulate 18 PWDs organized in teams, in producing short videos for approval by the CAD-L MMC (at least 15 approved videos<sup>2</sup>per year) to ensure the following:
  - a. To ensure the proper use of video equipment as a mean to deliver advocacy and awareness messages
  - b. Develop DPOs business opportunities in the use of video equipment
5. Provide information on software provision for the video production

#### **5. Scope of videos will include:**

- Narration of situation faced by persons with disabilities in Liberia.
- Challenges faced by persons with disabilities while accessing relevant services / spaces / information and particularly during the COVID-19 pandemic.
- Barriers faced by persons with disabilities when accessing employment, self-employment and entrepreneurship opportunities
- What helps the best in ensuring inclusion?
- Videos should elaborate more on behavioral change

#### **6. Location:**

The consultant is expected to provide the residential training for beneficiaries from Bong, Nimba, Lofa, Bomi and Montserrado Counties. A centralized training location will be identified for the training organized by the local consultant in collaboration with AIFO-Liberia Field Staff.

#### **7. Final Deliverables:**

The final deliverables and quality of the assignment will be as follows:

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<sup>2</sup> Of which at least 5 will include sign language and all will have subtitles.

1. 2 short stories(max 5 mins) and 1 video documentary( max 10mins) using latest information technology, in English, that are compatible in every format of visual display in high screen and in social media
2. Residential training in **Video Editing, Production and Awareness Raising on Work Rights and Inclusion of PWDs** provided to 18 PWDs video makers
3. Purchase of 2 additional video equipment kits for PWDs video makers for the counties of Lofa and Bomi.

## **8. Quality of the Production:**

### a. Script:

- The display of characters should include disabled, women, children and youth and sensitive approaches in dealing with them; written permission should be granted by characters for the use of materials after the production
- It should also consider the varieties of audiences such as person with disabilities for example, Videos should include subtitles- At least one video should also include sign language

### b. Story Board:

- After finalization of mini stories for the videos, the team will develop story board, (illustration guide). This will give us an idea on how the story will look when it is completed

### c. Production:

- Background: every setting of the video should represent some sort of examples of the barriers, difficulties faced by PWD or a better option of solutions that could promote inclusion
- Lighting, color and mood captured will represent the high-tech quality of videos
- Marketing and communications- making the videos in digital media friendly- Facebook, Twitter, Instagram, official websites formats

### d. Post- Production:

- Allow Color correction: this is the final process which helps to adjust the color and brightness.
- Music and sound effects- we need the final product in high resolution (Usage- social & digital media, email format, HD and movie theatres for promotion)

e. Editing and Final Output:

- The background music be used should preferably match the local Liberian context
- The sound that represents any music with the local song produced by PWDs is preferred
- Titles and credits: titles should be suggested by the beneficiaries, AIFO or partners and credit given to the donor, AIFO, Partners characters and credits given accordingly
- Also need to include the logo CAD-L and Sida

f. Sign Language:

- Videos should include subtitles
- At least one video should also include sign language

9. **Final Report:**

For the different phases, it is expected that during this phase reviews, comments and inputs from AIFO, Partners and consultants will be incorporated and finalized.

10. **Reports & Material**

The consultant will submit the following reports:

- an inception report in all formats as word, excel, PPT,. (10-15 pages without annexes),
- a detailed workplan specifying the entire schedule of activities.
- An illustration guide produced and submitted
- Final videos produced
- a final draft consultancy report (about 25-30 pages without annexes), including a draft executive summary and the results-assessment form (**part of the reporting requirement**)

All reports must be written in English.

An outline of the report's structure needs to be agreed upon during the inception phase of the activity. The executive summary should summarize key findings and recommendations (two to three pages) and needs to be submitted as part of the final draft report.

11. **Interested individuals/institutions/firms should possess:**

- More than 3 years' experience working in similar field
- Extensive experience in producing development work related to video production, training and documentaries with the aim of reaching both local and international audiences
- Experience in working with international organizations and development partners
- Experience working with persons with disabilities and or with marginalized groups
- Experience working in Liberia
- Excellent technical capacities (state of the art filming equipment High Definition) to ensure smooth and high quality production
- Experience in developing advocacy awareness and behavioural change messages;
- Experience in business development of film making

**12. Applicants are required to submit the following:**

- A Technical Proposal: Letter of Interest, stating why you consider your service suitable for the assignment and a brief methodology on the approach and implementation of the assignment;
- Personal CVs of technical personnel proposed for this project highlighting qualifications and experience in similar projects;
- Work references - contact details (e-mail addresses) of referees (firms for whom you've produced similar assignments);
- Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment, including breakdown of equipment material; and
- Sample work previously done for other clients is a plus.

**Duration of Assignment**

The first effort that needs to be applied for this consultancy is the residential training for 4 days at a centralized location that will be finalized between AIFO and the consultant. This needs to be considered for the month of June, 2022. Thereafter, coaching and mentoring sessions for PWDs video makers will continue for a period of 3 years up until August 2025.

**Co-Ordination/Responsibility**

Mr. Luther S. Mendin/Menue Baidinda will be the contact person for this Consultancy. Contact details: 0775269126/0770245038; Email: [cv.liberia@aifo.it](mailto:cv.liberia@aifo.it)