

CARE Nederland is currently looking for a

Consultancy agency (Tender) for Partner for Resilience Stories

Photography and films: Resilience Project in 4 countries (Haiti, Kenya, South Sudan, Indonesia)

Background about CARE Nederland and Partner for Resilience.

CARE Nederland (CNL) is part of CARE, an international humanitarian aid and development organization.

Partners for Resilience is an alliance of more than 50 civil society organizations worldwide. Its founding members are Netherlands Red Cross, CARE, Cordaid, Wetlands International and Red Cross Red Crescent Climate Centre.

Natural and man-made disasters have been increasing dramatically over the past few decades, with climate change contributing to even more extreme and unpredictable weather. Degradation and loss of ecosystems intensify the hazards. The poorest people in the poorest countries, particularly women and girls, suffer disproportionately from disasters: lives, assets, products and crops are lost. Disasters wipe out hard-won reductions in poverty, and communities are caught in a vicious circle where poverty creates vulnerability and disasters increase poverty. However, the concerns of these communities are not always at the center of attention of policy and decision makers. By supporting civil society organizations, Partners for Resilience aims to strengthen these voices. As a result policies and their implementation speak more directly to the needs of these resilient communities.

This Terms of Reference is an (first) indication and can be adjusted during the working process.

Outline

Exciting opportunity to deliver, by working with media professionals from the countries in which the work is taking place:

- 1) 30 high quality photographs per country, of which 10 comprise a photo story capturing the development of the strength of the voice of civil society organizations involved in the programme [Partners for Resilience](#). The other 20 are additional but should also have the following characteristics of the pictures should be as follows:
 - a. Portrait pictures of several individuals (including women & youth) who are strong members or employees of civil society organizations with an interesting story to tell.
 - b. Interaction and dialogue between members/employees of civil society organizations and decision makers (formal like government or informal like traditional leaders)
 - c. Interaction between civil society organisations and communities.
 - d. People actively engaging in community projects and physical interventions that resulted from the successful advocacy of these civil society organizations (for example actions implemented by those influenced by PfR including government, private sector and other CSOs: early warning systems, terracing of hills, diverse crops, tree planted, dams, bridge, mangroves, water basins, drink water wells)
- 2) A short 1 minute film per country for social media, capturing these individuals, their story of growth, and physical intervention as a result of their advocacy, in English.

- 3) A longer film per country (approx. 5 minutes) using the same content / characters but including interaction with decision-makers as well as the opinion of decision makers of the civil society organization and their development. Transcripts of all interviews.

Target audiences

- PfR audience on social media and web page interested in our work.
- Government agencies of the four countries as well as the Dutch Ministry of Foreign Affairs.
- Additionally a potentially more informed audience – we hope to share this longer film at conferences, policy based events and film festivals.
- General public and policymakers at global events, i.e. Climate Conferences.

Key messages and our story

- 1) Through the support of Partners for Resilience, civil society organizations and individuals within them, build confidence, experience and skills to influence decision makers.
- 2) Civil society organizations and individuals within them, convince decision makers to contribute to sustainable changes in their communities.
- 3) These sustainable changes are already here and delivering real benefits to communities, you can see them. Decision makers are proud to be part of this process.

We want to highlight how the support to civil society organizations strengthens their voice and supports successful advocacy with tangible results, by telling the stories of the civil society actors.

Process

We would like the creative agency we select to work with film makers in the countries, selected together with the Partners for Resilience Alliance.

We will have 4 overviews of civil society organizations, how their situation was before PfR, what is their capacity development, how they defined the issue to advocate on, advocacy done and advocacy results achieved with the support of PfR for each of the countries.

Our Team

Ms. Sille Jansen (Advocacy Capacity Strengthening Coordinator / CARE / Partners for Resilience) will be the lead contact, supported by Ms. Eveline Knapen (Junior Communications Officer / The Netherlands Red Cross / Partners for Resilience)

Timing

Time is of the essence, especially for the first product as the first video needs to be completed April 15th 2020. We are open to discuss the further logistics and timing of this process.

Role of creative agency

- To develop the creative concept for the photography as well as for both the long and short films (the short could be an edit of the longer film)
- To brief and work directly with the identified communications companies and pay them directly. In case PfR has not identified a potential company in a given country, the agency must obtain or deploy someone that can do this.
- To select characters based on the stories provided by PfR
- To write the script and scene by scene outline
- To liaise directly with PfR's focal point in each country and coordinate this engagement with PfR
- To keep PfR copied into all correspondence related to the project
- To edit and complete all post production of the film

- English translation of each interview with the key characters. The films will need English subtitles.
- To allow for 3 rounds of edits on the products

Response required by March 6th

To apply please demonstrate:

- A clear understanding of the brief
- Details of the key people who will work on the project
- A proposed budget breakdown
- A proposed timetable for this project
- Portfolio of Projects

Proposals can be submitted to Ms. Sille Jansen via jansen@carenederland.org

Budget

The budget available for this project is 40.000 euros.

- Copyright of all materials should be with Pfr.
- All music rights should be included in the original budget, as well all 'raw materials' of the films.
- All costs including sub-contracting to agencies in the different countries should be paid from within this budget.

We may contact applicants before the closing date

For further information on CARE Nederland, visit our website: www.carenederland.org

Acquisition with regard to this advertisement is not appreciated.