**Terms of Reference**

**Production of Impact Stories /Advocacy Video Documentary on**

**Financial Mentorship**

**BACKGROUND**

Over the last couple of years UNDP provided support the Ministry of Health (MoH) to strengthen capacities of ten Provincial Offices with support from GFTAM and seven District Medical Health Offices (DMOs) with support from GAVI to implement programs to improve HIV and immunization services to populations living in remote areas. The seven districts are Lunga, Samfya, Mwense, Milenge, Mpika, Chinsali and Luwingu. A striking feature for all the seven districts is that they are remote and have lower immunization rates than their counterparts.

UNDP under this project provided training and mentorship to ensure timely (donor) reporting and appropriate financial, risk and asset management. This approach is based on the premises that mentorship can be more effective than the usual traditional supportive visits. The mentorship approach endeavors to cement ownership of the process where the Provincial and District Health Offices as “duty bearers” take a pro-active lead in resolving their own challenges and areas that need improvement. The role of the mentor is thus confined to facilitating this process of learning and self-actualisation. The mentor and the mentee mutually agree on areas needing interventions, agree on courses of action and time frame for implementation. The mentor then reviews progress made towards addressing the milestones as agreed during earlier mentorship visits.

As a way of cementing ownership UNDP has developed tools such as the self-assessment survey. The mentees assess themselves using this survey and propose mitigating measures. This not only creates ownership but also helps the district to go through the process from inception, to identification of possible alternatives, to implementing the best solution, thereby installing a routine of solving problems. Other tools used by the mentorship team to carry out their work include (a) Action Plan (b) Performance Assessment tool (c) Mentorship website @: https://undp.webs.com/ (d) WhatsApp group for the District Accountants.

This support directly contributed to better planned activities and improve accountability of the Provincial and Districts Health Offices for the assets and funds received from GFTAM and GAVI, but also improved their program delivery, as delays in disbursements due to missing/incomplete reports were minimalized.

**OBJECTIVE OF THE ASSIGNMENT**

The main purpose of the documentary is to communicate results that have been generated from the Financial mentorship approach, which has proved to be an effective vehicle in transforming the operations of and Provincial and District Health Offices.

**SCOPE OF WORK**

The documentary intends to showcase positive results of mentorship programme introduced to support the 10 Provincial and 7 Districts Health offices. with support from GFTAM and Gavi.

An identified agency will be used to conduct the shooting and subsequently the production of the documentary with assistance from the relevant authorities within the unit. The documentary will d focus on interviews with several actors/beneficiaries of the programme.

After collecting the materials, the agency will edit it into a ten minutes documentary for broadcast on the public broadcaster with subsequent broadcasts on other stations including online media. To ensure that the final production is relevant for an international audience, it will not only be packaged appropriately and distributed to cooperating partners, but will also be edited into smaller, snappy, informative and educational mini documentaries of at least 5minutes and 2 minutes so that they can be uploaded on social media such as facebook, twitter and youtube for an international audience.

**TASKS**

Some specific tasks to be accomplished by the media agency include but not limited to the following:

1. Prepare a draft work plan and schedule by working alongside the UNDP communications officer
2. In collaboration with the Communications officer, prepare a script for use in the field for interviews and pictures for the documentary.
3. Using the background information provided by the project team as a guide, prepare the development of a 10-minute video that incorporates the scripted information to achieve objectives
4. Conduct and film interviews with communities in Luapula and Northern provinces to reveal the value provided by the project and its impact on policies, frameworks and actual activities. This will require traveling to the following districts: Chipata, Lunga, Milenge, Mpika, Mwense and Ndola.
5. Provide suitable good quality sound, lighting, and video capture for the shooting
6. Conduct video shooting and editing with support from and in coordination with the project team
7. Submit a draft video for approval by UNDP/partners and allow sufficient time for review and feedback
8. Ensure GRZ/UNDP/Global Fund/Gavi brands are adequately displayed in the tip and tail of the product and on its associated materials (ie video cover)
9. Use and integrate video archives on UNDP and similar projects to exemplify work that have been done in the past
10. The film should be in English. The interviews with community dwellers will be in both English and local languages (for non-English speakers) with subtitle in English and have a music theme that does not infringe on trademarks or copyrights
11. The contractor should assemble the collection of interviews and demonstrations into a snappy, interesting, informative and educational 10-minute, 5minutes and 2 minute films, which can be used for mainstream and new media platforms.
12. The final product of the documentary should be delivered in (a) DVD format in full HD resolution (1080p) quality and (b) Digital MP4/AVI/MOV file or other compatible format for Youtube (or website) upload. The film needs to be prepared in a format suitable for presentation on home DVD players, television and for online format and use.

**TIME SCHEDULE**

The assignment will be conducted in 30 days but spread over a period of 2 months.

**REPORTING**

The Consultant/Firm will, on the technical aspect of the assignment, be reporting to the Project Manager while on the contractual aspects will be addressing the Officer in Charge Inclusive growth and SDGs

**TARGET AUDIENCES OF THE DOCUMENTARY**

The target audiences of this creative but educational video documentaries are donors, potential partners, rural and urban communities, university students, political leaders, health experts and advocates, policy makers, and other stakeholders.

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| --- | --- |
| **Provinces** | **Districts to be covered** |
| Luapula | Mwense | Lunga | Milenge |
| Eastern | Chipata |  |  |
| Copperbelt | Ndola |  |  |

**TECHNICAL CONTENT**

The film should be in full documentary length at least 10 minutes’ time duration and should meet the theatrical standard quality for broadcast on television and in cinema. It should also be accompanied by shortened versions of 5 minutes and 2 minutes documentaries. The documentary should be equipped with outreach and campaign plan with recommendation for screening locations, audiences and media outlets. The final product of the documentary should be delivered in (a) DVD format in full HD resolution (1080p) quality and (b) Digital MP4/AVI/MOV file or other compatible format for YouTube(or website) upload.

**DELIVERABLES**

1. A work-plan, schedule, shooting plan approved by the UNDP team
2. Final script approved by UNDP
3. Subtitles and voice over in standard English.
4. Musical theme (copyright to CCD/CCCA)
5. Drafts for Reviews (maximum 3 reviews) of the final film
6. Five (5) master tapes or DVDs of the final films
7. Surrender the raw video footage and still photos on two external hard drives (2 terabytes each)
8. Produce three (3) social media videos (5minutes and 2 minutes) from the final product.

**REQUIRED QUALIFICATIONS AND EXPERIENCE**

The following are the required professional qualifications and experience:

* Reputable marketing and advertising agency registered with PACRA.
* The Team Leader assigned to work on this consultancy should have professional qualifications in marketing, journalism, mass communication, media/ film production or related fields from any recognised institution of higher learning;
* The Team Leader assigned by the applying Firm should have more than 5 years post qualifying experience in journalism, mass communication, media/ film production or related fields;
* The firm should have demonstrated previous consultancy experience involving documentary production including editing, narration and reprographics of at least three development organisations;
* The Firm should have demonstrated understanding and working experience in the health sector in Zambia;
* The firm should show creativity on how it will deliver the core message of the documentary either through the proposal or from previous works.