



Terms of Reference for a short animated video for advocacy and lobby purposes

Function : consultant

Application deadline : 17 December 2020 at 17h CEST

Contract: the contract will last until January 29

Availability : starting date: 21 December 2020

Background

The Coalition of European Lobbies on Eastern African Pastoralism (CELEP) is an informal advocacy coalition of European organisations, groups and experts working in partnership with pastoralist organisations, groups and experts in Eastern Africa. The Members of the Coalition work together to lobby their national governments and EU bodies to explicitly recognise and support pastoralism (and the people that practise pastoralism: pastoralists) in the drylands of Eastern Africa. Currently, CELEP has 26 member organisations from Europe and 14 partner organisations/networks from Eastern Africa. The Coalition is presided by a focal point, appointed by its' members. Since 2013, this role is fulfilled by VSF-Belgium. More info can be found on our website www.celep.info. In light of these activities, CELEP often produces tools aimed to inform and raise awareness on topics related to pastoralism, rangelands and the importance of mobility. In that sense, CELEP has produced many policy briefs and statements on topics such as land, dairy, etc.

Recently, the CELEP core-team – which is in charge of managing the coalition together with the focal points in Brussels and Nairobi – decided to work on an internal reflection to come to a better common understanding of pastoralism. Pastoralism has been often portrayed as an economically marginal and environmentally unsustainable production system, and pastoralists as highly vulnerable in the face of climate change and other environmental shocks. On the other hand, a substantial and growing amount of evidence tells a different story, that of pastoralism as a highly resilient and productive production system. Pastoralism is a very diverse and complex livelihood system, and pastoralists are specialists in taking advantage of the high variability of the drylands. This specialisation distinguishes pastoralism from other livestock systems and makes it possible to talk of “pastoralism” despite the great range of diversity between pastoral systems themselves. Both men and women pastoralists play a direct role in these processes and fully partake in the knowledge and complex social organisation needed to operate the system.

The latest development of this positive alternative narrative has been presented by Saverio Krätli in [the Pastoral Development Orientation Framework](#) launched by MISEREOR in 2019. We believe this narrative provides a good basis on which to develop a more consistent and united understanding of pastoral systems amongst those working to support pastoralism, including CELEP members and partners.

Purpose

The purpose of this animated video is therefore to inform and raise awareness on the importance of pastoralism by representing pastoralism in a correct and accessible manner so it can be used as a tool for actors involved in lobbying and advocacy for pastoralism, both within CELEP and outside of CELEP. Special focus in the video should be on working with the variability of nature and how in pastoralist systems successful matching leads to better fed animals and thus higher productivity. Land tenure is supposed to serve the livelihood systems that depend on using it, thus variable and intermittent use of land by pastoralists requires flexible tenure. It would be very important for the animated video to be simple and clear enough also for those who don't have a technical background in pastoralism. The final product should be original and attractive.



Output

The expected output of the consultancy is to have a short animated film of about 3 minutes in different languages including English, French, Amharic, Swahili, Fulfulde and sub-titled in Dutch. The video will be used for screenings at film festivals (such as the pastoralist film festival – www.pastoralistfilmfestival.com) and should also be considered a stand alone tool for usage on social media (Facebook, Whatsapp). A special version for Twitter should also be made.

Timeframe

The consultant is expected to start on the 21st of December and the final product in all languages should be ready no later than January 29.

Working arrangement

The consultant shall be paid a first installment upon approval and signing the contract and the balance upon satisfactory production of the documentary. These modalities however can change and will be negotiated between the contracting parties.

Copyrights

All copyright to the raw materials remains with all parties involved, including the respective artists (camera & audio).

Required Qualifications and Experience of the Consultancy firm/individual

- Must have more than 5 years proven experience in animated film production.
- Extensive experience in producing development work related documentaries for organizations with the aim of reaching out to both local and international audiences.
- Excellent technical capacities to ensure high quality production.
- Accurate current addresses i.e. physical, postal, telephones and email
- Additional experience in development communication will be an added advantage.

VSFB/CELEP will be in charge of

- Selecting, contracting and managing the consultant.
- Providing the contacts with a committee to coordinate the process
- Actively engaging with the consultant during all-steps of the animated film
- Reviewing the draft versions of the documentaries and providing feedback on behalf of the project committee.
- Supporting the translation/voice-actors for the local African languages.

The Consultant will be responsible for:

- To draft a scenario based on extensive input from VSFB/CELEP and the project team.
- Provide updated/draft animated video to VSFB/CELEP as required (at least two rough cuts before the final version should be provided)
- Produce deliverables in accordance with the requirements and timeframes that will be defined in the consultancy agreement

Application procedure

Applicants are required to submit the following:



- Preparation of a technical and financial proposal, work plan and budget for the assignment (not exceeding 11000 euros for the whole project, all costs included) including a timeframe and significant steps in the process
- Firm/company profile on handling related assignment including examples of past experiences
- Personal CVs for individual consultant highlighting qualifications and experience
- Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
- Both technical and financial proposal shall not exceed five pages

Applications shall be submitted not later than December 17. Applications should be addressed to Koen Van Troos, CELEP EU focal point at VSF-Belgium k.vantroos@vsf-belgium.org.