

TERMS OF REFERENCE

Production of the Video on the Youth Internship Programme

Background

IPPF Africa Regional Office (IPPF ARO) appreciates the fact that almost 60% of Africa's population are youth under the age of 25, and it is committed to provide a framework by which individuals from diverse academic or life backgrounds may be assigned to the IPPF Africa Regional Office where their educational experience can be enhanced through practical work assignments, exposure to an international environment and the opportunity to deepen their knowledge and understanding of what IPPF does and stands for.

Since 2003, the IPPF ARO Youth Internship Programme has attracted several highly talented and motivated young people who seek to contribute to the realization of IPPF's priorities and strengthen their commitment as youth advocates in SRHR as well as their professional skills.

The Youth Internship Programme targets African youth students and recent graduates, including the Youth Action Movement (YAM) members. Its main objective is to support, nurture and enhance the skills of youth in programming, leadership and advocacy through hands-on experience, mentoring and coaching.

The IPPF ARO Youth Internship Program is therefore focused on strengthening and developing the interns' knowledge and skills. The intern is at the center of the process and all actions revolve around his/her professional development and commitment to contribute to the ARO's work.

IPPF ARO is recruiting a new batch of interns to start in March 2022. As part of the program promotion and the communication strategy of the recruitment, IPPF ARO seeks to produce a video of the Youth Internship Programme.

Objectives

The main objective of the video is to contribute to strengthen a branded, quality and prestigious reputation of IPPF ARO and its Youth Internship Programme in order to attract talented and motivated youth to join the programme.

More specifically, the video aims to:

- Promote the quality and excellence of YIP as a strategy for youth empowerment and skills development,
- Promote the working environment and values of the IPPF ARO in which the interns will be immersed,
- Provide relevant information about the program to prospective candidates.

Structure of the video

The final structure of the video will be developed together with the firm, however the main parts will be the following:

Presentation of IPPF

The Regional Director or a member of the SMT will briefly introduce IPPF, its values, its departments and its strategic plan.

Presentation of the YIP

The Regional Director or a member of the SMT will present IPPF's Youth Internship Programme, its objectives and approaches. In this section, the presenter will also highlight the benefits of joining the program and the eligibility criteria.

How to apply

The video will present in an innovative way how young people can apply for the internship programme.

Stories

The video will highlight and describe the interns' experience through a simulation of the interns' work experience in the new IPPF ARO office. Some interns and supervisors will share their stories.

Additional information

The video will also highlight other additional information such as working languages, internship duration and internship locations.

Scope and focus of assignment

The consultant shall;

- a) Hold creative thinking meetings with the IPPFAR team to brainstorm on clear ideas of the videos
- b) Develop the overall concept and scenarios of the video based on initial meeting outcomes
- c) Provide shooting schedules and requirements to IPPFAR
- d) Produce the film of 7 minutes and its shortened version of 3 minutes in two different formats: 1920x1080px and 1080x1080px. Both films should have 2 languages subtitled versions: French and English
- e) Deliver final videos with raw footage

Timeline

This activity is expected to be completed by the end of January 2022.

Working arrangement

The consultant shall be paid 50% of the total cost upon approval and signing the contract and the balance upon satisfactory production of the documentary. The cost of flights and accommodation will be born by IPPF during the field missions.

Copyrights

All materials arising out of the consultancy shall remain the property of IPPFAR.

Required Qualifications and Experience of the Consultancy firm/individual

- a) Must have more than 5 years proven experience in journalism/film production.
- b) Extensive experience in producing development work related documentaries for organizations with the aim of reaching out to both local and international audiences.
- c) Excellent technical capacities (Full High-Definition video) to ensure high quality production.
- d) Must be tax compliant/Tax registration certificate
- e) Additional experience in development communication will be an added advantage.

Application procedure

Applicants are required to submit the following:

- a) A technical proposal: Letter of Interest, stating why you consider yourself/your firm suitable for the assignment
- b) Firm/company profile on handling related assignment
- c) Personal CVs for individual consultant highlighting qualifications and experience
- d) Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
- e) Both technical and financial proposal shall not exceed five pages.

NB: IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.

The documents must reach IPPF Africa Regional Office through email address hroffice@ippfaro.org latest by **14 December 2021** with subject “**Youth Internship video consultancy**”.