

TERMS OF REFERENCE

PRODUCTION OF A DOCUMENTARY FOR MILKY PROJECT: “Development of a sustainable dairy value chain in Kiambu County (MilKy)”

About Milky Project.

The “Milky Project” is funded by the Italian Agency for Development Cooperation (AICS) and it is implemented jointly by Caritas Italiana (Italy), CELIM (Italy) and Caritas Nairobi (Kenya). Milky is a 3 year project (April 2018 to June 2021) working with 2000 farmers in four sub-counties of Kiambu (Lari, Limuru, Gatundu North, Gatundu South) with the overall objective of improving the economic wellbeing of the farmers through dairy farming.

It is against this background that, Milky project is seeking to engage the services of a qualified and experienced consultant to document success stories that will highlight key results, interventions, successes and challenges as well as future direction of the project.

Overall Objective

The overall objective of the assignment is to document success stories and lessons that provide a clear, in-depth cases and compelling narratives on the efforts by the various actors supported by milky project so far with a focus on results achieved, applicable strategies and challenges faced in the implementation of the project and identify lessons learned and best practices for potential scalability of the project.

Specifically, the success/impact stories will highlight the following;

- The impact of the program in addressing food security in the project area more so focusing in increase in quantities of milk and quality of milk.
- The changes/outcomes that have occurred during project implementation period.
- The capacity and effectiveness of trainers in facilitating the project.
- The role of women in implementation of the project and how the project has improved their livelihoods.
- Constructive engagement of youth in implementing milky project.
- How issues of milk quality have been handled by the project.
- Milk collection, transportation, processing and marketing.
- Effectiveness of milk marketing through Faidi farmers.
- Construction and commissioning of the milk processing factory.
- Impact of climate change interventions e.g. soil and water conservation, planting of trees
- Impact of fodder crops to milk productivity
- Impact of biogas production to households
- How the program strategies have impacted milk markets
- The role the program has played in supporting county government more so fulfilling ASDSP Objectives

- The impact of the program in promoting food security and livelihoods to communities.

Specific tasks for the Consultancy

The consultant(s) will work closely with the MilkyProject Manager and will be under the direct supervision of the Project officer.

- Develop a compelling concept and storylines that capture the various segments of the project and at all levels of the implementation. This will involve performing desk review /literature review to understand the overall project objectives, target beneficiaries and expected results in line with the projects objectives.
- Determine the exact scope of the stories; identify and develop topics and agree on target beneficiaries to be interviewed to ensure shared vision and content in line with project objectives.
- Develop tools and formats that will be used for documenting the stories to be packaged in the agreed format(s).
- Develop a fast paced and colourful documentary with clean stylistic touches, at the highest market quality standards, high-definition and that meets national and international TV standards.
- Develop a detailed work plan and a shooting script and schedule with clear timelines and provide them prior to commencing filming.
- Produce the rough cut of every phase of the documentation exercise for review and incorporate comments, and produce final version of the video documentary.
- Capture quality digital photography, audio, and visuals during the documentation and ensure high quality editing and final product;
- Provide periodic updates to the Project manager on the proceedings of the assignment.
- Have full control over the entire process of recording in terms of creativity, technical aspects, content, follow safe working practices and professional practice
- Deliver the final products (main documentary and short clips) ready-to-air product in broadcast standards and in HD technology format 16:9 and within the specified timelines.

Methodology

The assignment will involve site visits to the following subcountie in Kiambu county namely; Gatundu North ,Gatundu South, Lari and Limuru sub-counties and parts of Nairobi County where the program is being implemented. The documentation will involve situational analysis, key informant interviews with both secondary and primary beneficiaries as indicated above.

Expected Outputs and Deliverables

The consultant will deliver to milky Project the following:

- Delivery and acceptance of a compelling documentary overall concept/storyboard and scenario which capture themes to be documented as best practices/lessons/case stories that show the impact of the program.
- Delivery and acceptance of a high quality and well-edited one ‘Long film’ (approximately 25-30minutes) detailing summary of success stories, challenges

encountered and lessons learnt as well as recommendations for future programming. The video should be suitable for conference presentations and internet use.

- Delivery and acceptance of raw footage of all video interviews undertaken in the project sites in an external hard disk
- Delivery and acceptance of first cut of the documentary film on either DVD or video link for review and comments.
- Delivery and acceptance of 10 copies of the final 25-30 minute documentary in a DVD as well as a 2-minute summary promotional version of the documentary for the website and project social media platforms.

Expertise Required and Qualification

To be eligible to apply for this role the consultant/firm must;

- Have been in existence for at least 3-7 years prior to 1st July, 2020.
- The Team Lead must hold a degree in a relevant field: Communication, Journalism, Media studies, Fine Arts. Other team members should also hold relevant qualifications in any of these areas.
- Demonstrate Firm's experience in undertaking similar assignments by use of samples (YouTube links) of successfully and recently completed work.
- Team Lead must have at-least five to ten years working experience in development of documentary or film production that meet national and international broadcast standards.
- Proposed Team must have good knowledge of multicultural aspects in Kenya, cultural nuances, gender and crosscutting issues.
- Team Lead must possess excellent communication skills-fluency in oral and written English Previous proven experience in documenting donor supported projects using digital media.
- Firm must have excellent technical capacities to ensure smooth and high quality production (video production staff, owner of its own video production studio or a documentary proof of an access to a rented video studio) etc.
- Clear articulation of capacity and skills, and innovative approaches to carry out the assignment; as well as a clear work plan and articulation of expected methodologies and outputs within the tight timeframe.
- Past experience in documenting agricultural projects especially in a NGO setup will be an added advantage.
- Track record of successful materials filmed in the region and/or on similar topics by would be an asset
- Ability to start immediately and work under strict time limits.

Duration and timing of services

The consult will have 6 months on his/her disposal to develop the documentary and the final delivery will be on 31stApril 2021.

- **Submission of Expression of Interest/Responses to TORs**

Suitable qualified consultant(s) are requested to submit their expression of interest of not more than 10 pages elaborating the understanding of the task, proposed methodology, work plan, detailed budget and link of previous project elaborated no later than **Friday 19 of October 2020**. The proposal should only be submitted electronically to mariotti@celim.it and copied to tjneru@caritasnairobi.org quoting the reference number **PD/01/2020** and title **MILKY PROJECT DOCUMENTARY**, on the e-mail subject line. The applications must include three recent references and detailed organizational profile and current CV(s) of the consultant (s). Applications that do not meet the above requirements shall not be reviewed.

Only successful applicants will be contacted.