Terms of Reference
Production of video documentaries showcasing climate changers - women farmers and fisherfolk’s iconic struggles in the face of climate change

Introduction
Oxfam has been working in Pakistan since 1973. Driven by the vision of a just world, Oxfam in Pakistan works to create lasting solutions to the injustice of poverty. We support local partners and work with government authorities, civil society, academia and media to improve the lives of those living in poverty. Our humanitarian assistance, development programmes and advocacy campaigns have benefitted millions of people in Pakistan over the course of past four decades.

To effectively promote Oxfam as a development organization in Pakistan, it is imperative to strategically engage and inform key stakeholders including donors, government, civil society, academia and public at large. Producing high quality communication products is a pre-requisite to effective external communications. Therefore, to send out a coherent and uniform message with appropriate branding, Oxfam in Pakistan intends to engage with the public and influence the government to place the effective relevant policies for farmers and fisherfolk, especially women who are responsible for the food production for the nation in the face of climate change induced challenges. Oxfam is also working together with local partners, private sector, academia and above all working in collaboration with relevant government bodies and ministries in efforts as a strong advocate to achieve the Sustainable Development Goals.

Agriculture is considered the backbone of Pakistan’s economy and employs 36.66% of Pakistan’s labor force of which 65.26% are females. Though female participation in agriculture has increased; policies, plans and investment do not support these women for attaining their rights. Women’s contribution in agriculture is unrecognized, unpaid, under-rated, and overlooked to a great extent. COVID-19 has further aggravated the situation with the impact on health and economy felt much earlier on the food basket. The pandemic has devastated small-scale farmers who were already struggling due to climate change.

Together, we can all make a positive difference. We can all be climate changers - part of a movement rooted in solidarity. Pakistan will support this movement by recognizing and highlighting the contributions of small-scale farmers, especially women’s iconic struggles, in the face of climate change. To stand with the people on the frontlines of climate chaos.

Programme Overview
Oxfam in Pakistan seeks to document its Climate change campaign and highlight Rural women as central to the fight against the climate crisis. We want to highlight these women as leaders – climate changers who have overcome climate induced challenges and our supporting their families and communities through climate smart agri-practices, women led mangrove plantations, kitchen gardening and the like. Millions of women around the world live in communities which are fighting the impacts of climate crisis right now. Their prospects of beating poverty and living in prosperity are being stolen away by the actions and inaction of politicians
and companies around the world, despite them doing the least to cause the problem. In 2015 Oxfam calculated that just 10% of people are responsible for 50% of the global emissions that have caused the climate crisis.

We have just 11 years left to radically shift our economies and societies to deal with a climate emergency that threatens to push millions back into hunger and poverty. But the climate crisis is already here and now, and it’s disproportionately affecting the world’s poorest people, young people, women, indigenous people and other marginalised groups.

Oxfam recognizes that national-level Climate Change Adaptation (CCA) responses are key to implementing, replicating, and mainstreaming good practices. Oxfam’s strategy is to engage national governments as prime duty-bearers, through a combination of policy dialogue and public campaigns to empower vulnerable communities and raise public awareness and pressure.

Objective of the Assignment

2021 represents an important political opportunity on climate, with national governments expected to submit strengthened 2030 emissions reduction plans (Nationally Determined Contributions - NDCs) and 2050 long-term targets as part of the UNFCCC process. Unlike in the run-up to COP21, there isn’t one global target/goal – climate action is needed from all governments and looks different in each country. We need to avoid framing success of COP26 about NDCs adding up to 1.5/2 degrees, because the summit will only ever get us a step towards that, but critical to maintain a forward sense of momentum.

Oxfam in Pakistan seeks to document its climate campaign success stories by showcasing women farmers and fisherfolk who are taking steps to combat climate change. The framework for this documentary is the Government’s Clean & Green campaign - to curb pollution and reduce the effects of climate change. The purpose of the consultancy is to produce an impactful documentary highlighting the iconic struggles of women in Sindh’s coastal areas. The documentary will cover the impacts of climate change, the challenges faced by these women and how they have overcome them an emerged as leaders. The documentary will be screened to help influence the government in adopting relevant policies aimed at improving the livelihoods of these women farmers and fisherfolk.

The documentary is expected to show these women as leaders in the face of adversity and should highlight 3-4 women’s stories. They will follow selected individuals and cover their day to day activities while the women talk about themselves. In view of this we seek the services of a professional media agency, with experience in development work. The consultant will work with WWF Pakistan under guidance from Oxfam in Pakistan’s climate campaign team.

The consultant is expected to visit project sites, interview key climate changers and capture all the necessary footage to produce the documentary. The videos will be shared by Oxfam locally and beyond. The content will also be used to bring faces to the facts during lobbying events as evidence for the need for action.
**Scope of the Assignment**

WWF Pakistan will engage a national consultant for 30 days in January 2021 to conduct interviews of the women and collect stories from the field. We seek the services of a consultant/media firm to produce a high-quality documentary, in keeping with standards given the diverse target audience. All content produced will be a property of Oxfam and may not be used without permission. The consultant will work in close collaboration with WWF Pakistan and Oxfam’s focal team to ensure delivery of required outputs on pre-defined standards. The consultant will produce high-quality products including:

1. **Major Outputs:**
   a. One impactful 4-5 minutes video documentary complete with B-roll footage. The interviews will be recorded in Urdu/Punjabi/Sindhi (local language) and sub-titled in English. Final product will be sent in branded flash drives/USB (10).
   b. We will be requiring RAW formats for all files. Also required are editable versions of case study designs in user-friendly software (compatible with Photoshop/ Illustrator/ Corel Draw or any other).

2. **Minor Output:**
   a. At least 30 high quality photos, clearly captioned showcasing the climate sheros (women heros).

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<tr>
<th>#</th>
<th>Product</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>1</td>
<td>One 4-5 minutes video documentary</td>
<td>USB/flash drives complete with branding</td>
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<tr>
<td></td>
<td></td>
<td>Shot in local language and subtitled in English</td>
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<tr>
<td>2</td>
<td>30 high definition photos</td>
<td>clearly captioned with the project impact</td>
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**Deliverables**

We seek the services of a professional consultant, with experience in development work particularly in the province of Sindh. The consultant will work with Oxfam in Pakistan’s partner WWF Pakistan with guidance from the climate campaign team to visit project sites, conduct focus group discussions, interview key stakeholders and capture all the necessary documentation and footage to produce the deliverables. The content collected will also be used to bring faces to the facts during lobbying events as evidence for the need for action.

**Visual Production**

1. Produce strong emotionally impactful visual content of the coastal communities in Sindh. Showing the role of women growers as leaders in the fight against climate change. The videos will be in line with Oxfam’s brand.
2. Draft a brief synopsis and script setting out the situation of the area, the role of women as leaders in the face of climate induced challenges. Follow these women through their daily routine and create a video as they discuss their challenges and how they have overcome them.
3. Produce strong visual content highlighting women as heros (sheros) in the face of gender norms, against climate induced hardships and their inspirational efforts.

- Concept visualization
- Script writing (English)
- Filming of activities
- Interviews of climate sheros
- Editing
- Animation with infographics
- Voice Over Recording
- Background music
- Subtitles
- Final Compositing & USB/flash drive packaging

4. Establish a plan and schedule to conduct interviews with growers. Also accompany field staff on visits to sites and film any other relevant clips based on the approved synopsis.
5. Travel to project areas and offices of Oxfam’s partners in different locations throughout Sindh.
6. Narrate, edit and produce a high-quality documentary of affected communities in Sindh.
7. Share the draft versions with Oxfam for review and consent. The subtitles must be shared with Oxfam and approved before being hardcoded on to the footage.
8. The final products will be approved by Oxfam. All rights for the video will be with Oxfam. The consultant will be responsible to ensure sound and picture quality. The consultant must also ensure that the dialogue is clear and understandable by a first-time viewer.
9. The videos must be shot using a full frame DSLR in at least 1080/24p resolution.

Further details of the objectives and outputs of the consultancy will be discussed during interviews and after contracting.

**Required skills and competencies**
The selected consulting agency/team will have a track record of at least 5 years of expertise in the development of documentaries and case studies for the development sector, creating visually impactful communications content and disseminating communication materials.

The consultant shall be able to provide evidence of having undertaken similar assignments in Pakistan.

- The Consultant/ firm should have experience in similar projects for the development sector with knowledge of resilience, climate change and food security.
- Enjoy good liaison with relevant government stakeholders.
- One lead should have a Master’s degree in the field of public relations, journalism, communication or marketing, or business management or similar field.
• Familiarity with branding compliance and other marketing guidelines.
• Well versed with participatory process.
• Demonstrated ability to create content that is persuasive, clear, concise and able to convey and present technical ideas/knowledge in an engaging manner for varied audience.
• Demonstrated ability to create content for sustainable development or other relevant areas for a variety of audiences and for a wide range of media platforms (provide links to profiles as examples).
• Proficiency in English and Urdu written, oral and interpersonal skills
• Experience in working with an international organization and the development sector
• The candidate will demonstrate a good understanding of the needs of rural communities in Pakistan, and of appropriate ways of targeting this audience.