



TERMS OF REFERENCE (TOR) FOR CONSULTANCY FOR THE PRODUCTION OF A PROMOTIONAL OR PROMO VIDEO

Summary of the ToR

Taita Taveta Wildlife Conservancies Association (TTWCA) is seeking consultancy to produce a promotional or promo video that will advertise the various tourists' attraction sites, products, services, as well as showcase the people and the rich culture found in the Tsavo landscape.

Background

TTWCA is a regional membership organization established in 2013 with a purpose to unify and coordinate community-led conservation efforts in Taita Taveta County, bringing together 35 conservancies/ranches. The Association operates within the Tsavo Landscape with the conservancies/ranches covering over 4,046km² which is 24% Taita Taveta County's land area. This region includes wildlife dispersal areas and migratory corridors connecting Tsavo National parks (Kenya) and Mkomazi National Park in Tanzania.

Project Description

Taita Taveta Wildlife Conservancies Association (TTWCA) is implementing a TUI Care Foundation Project – *'Creating value for wildlife and people in Tsavo, Kenya.'* The overarching goal of the project is to develop a sustainable tourism sector and to improve the livelihoods of the rural communities in Taita Taveta through creation of well established enterprises and capacity development.

The key objectives of the project are:

- ❖ To build a sustainable tourism sector within the conservancies through the development of a tourism circuit plan
- ❖ To improve the community livelihoods of the rural communities through establishing enterprises and capacity development

Introduction to the assignment

Through above mentioned project, we have already developed a tourism circuit plan that highlights and connects 12 ranches; Marungu Hill, Maungu, Kasigau, Taita Ranch, Mgeno, Wushumbu, Choke, Teita sisal estate, LUMO, Taita Hills Sanctuary, Lake jipe

and Lake Chala. The Tourism Circuit Development stands as a visionary undertaking, aimed at establishing a vibrant and sustainable circuit encapsulating the diverse conservancies and community lands under TTWCA's purview. The core objectives of this endeavour encompasses the promotion of wildlife conservation, the empowerment of local communities, and the fostering of sustainable tourism growth within this unique and ecologically vital landscape.

Further, together with TUI Care Foundation, we've supported women and youths to venture into leather technology and basket weaving. Youths have been trained on how to turn skin into leather and are now able to make leather products such as belts, dog muzzles and collars, sandals as well as do value addition to locally made baskets.

In this regard, TTWCA aims to produce a promo video. The video is intended to promote the services and products found within this tourism circuit to local and international tourists as well as prospects. This is aimed at selling what the landscape has to offer, increase interest for people to visit the landscape and awaken their desire to travel in these destinations with the unforgettable experience expected. Additionally, the video should have an engaging message that piques the interest of the target audience in the products and services being advertised.

Objectives

The specific objectives for this assignment include:

- To highlight and showcase the key tourism attraction sites, destinations, products and services within the developed tourism circuit plan in the conservancies/ranches at Tsavo Landscape
- To produce a video which is both informative and entertaining with the potential of reaching a wider audience for both local and international tourists
- To showcase the people and rich culture of the communities in the Tsavo landscape.
- To promote and showcase the potential enterprises for women and youths and other opportunities that exist in the Tsavo landscape.

Scope of work

The selected video production company/individual will be responsible for the following:

- Ideation and concept development: Propose creative and engaging ideas for the video including storytelling, compelling visuals, and messaging, to resonate with diverse audiences.
- Video production: come up with a script, shoot, edit, and produce a high-quality video
- Music and voiceover: Select appropriate background music and provide a professional voiceover to complement the video content.
- Video promotion: Suggest strategies for promoting the video on digital platforms to maximize its reach and potential for viral success.

Deliverables

- Produce video in high resolutions for broadcast and that can be uploaded on various web platforms including but not limited to YouTube.
- Produce lighter versions that can be used for Twitter, WhatsApp, LinkedIn, Facebook and Instagram.
- All videos will include subtitles, text on screen where possible and translations where local language is used
- Provide all the raw footage to be stored by the partnership for future use.

Time frame

This assignment should be completed within 1 month upon signing of the contract with all the deliverables listed above submitted.

Qualifications and required skills

To be eligible for consideration, individuals or video production companies should possess the following qualifications and skills:

- Proven experience: Demonstrated experience in producing creative and emotionally compelling videos, preferably with a focus on social impact or development-related themes.
- Storytelling expertise: Proficiency in crafting engaging and impactful narratives that resonate with diverse audiences.
- Technical excellence: Advanced video shooting, editing, and post-production capabilities, ensuring the delivery of high-quality visual content.

- Creativity and innovation: Ability to generate fresh and innovative ideas to effectively communicate complex concepts.
- Multilingual capacity: Proficiency in multiple languages, enabling effective incorporation of audio content in various languages used during project.
- Understanding of African context: Familiarity with the socio-cultural nuances and sensitivities of the African context to ensure authenticity in the video's portrayal.

Proposal Submission:

Interested video production companies/Individuals are requested to submit a comprehensive proposal that includes:

- Portfolio: Samples of previous works that showcase creativity, storytelling ability, and production quality.
- Proposed timeline: A work plan outlining the estimated time required for each phase of the project.
- Budget: An itemized budget for the entire project, including any additional costs or fees.
- References: Contact details of at least three references for which the company/individual has produced similar video projects.

Interested qualified candidates/companies should submit their technical and financial proposals and other testimonials to: info@ttwcafrica.com cc jobs@ttwcafrica.com with the subject 'PRODUCTION OF A PROMOTIONAL VIDEO FOR TUI WILDLIFE PROJECT' not later than CoB Friday, 12th April 2024.