



Terms of Reference

Type of contract: Consultancy for the development of a video documentary on women leaders in energy in West Africa

Duration: April – May, 2015

Duty Station: Home Base, with visits to a selected number of ECOWAS countries

1. Background

The Economic Community for West African States (ECOWAS) Centre for Renewable Energy and Energy Efficiency (ECREEE) is implementing a flagship programme entitled the ECOWAS Programme on Gender Mainstreaming in Energy Access (ECOW-GEN). The programme works to create an enabling environment for women to contribute to improving energy access and, by extension, the success of the United Nations (UN) Sustainable Energy for All (SE4ALL) initiative by addressing barriers that may hinder women's participation in the technical and decision-making domains of energy development in West Africa.

According to results from an assessment conducted in the ECOWAS Member States, these barriers vary from financial, technical, policy and regulation to awareness and capacity related barriers. Further to that, barriers related to 'awareness and capacity', particularly, are seen to be intricately linked to the other barriers, reinforcing and perpetuating them. As captured by the Gambian ECOW-GEN representative, Ms. Adama Jallow, "lack of training and education, social norms that view modern energy technology businesses as "men's work", limit women's opportunities to engage in sustainable energy entrepreneurship".

It is, therefore, against this background that ECREEE plans to develop a video documentary entitled "Think Again", a film on women who have made it as leaders in the energy sector in West Africa to raise public awareness of and strengthen advocacy on the gender and energy issues being tackled through ECOW-GEN, as well as to inspire the public (men, women and the youth) to take action.

2. Objective of the assignment

The overall objective of the assignment is to produce a documentary film on female leaders in the energy sector in West Africa (e.g. female innovators, and those whose work have played a key role in shaping and influencing the energy sector). The video documentary would aim to go beyond the common understanding of gender and energy issues by replacing the traditional story of women as victims in energy development with stories of women as influential contributors to improving energy access. The work would not, in any way, refute the fact that women face certain barriers to participating in and contributing to improving energy access, but the work would, rather, uncover the factors and conditions that enable women to strive and succeed in the energy sector.

Thus, the documentary would look into the work lives of female policy makers, entrepreneurs, and technicians, with a focus on the challenges they faced; how they overcame these challenges; the help they got along the way, particularly from their male counterparts, while climbing up the career ladder.

Lastly, the video documentary would aim to:

- Inspire people to take actions that support women's empowerment;
- Encourage men and women to work collaboratively towards effecting positive change in West Africa's energy scene; and
- Change the stereotypical mindset of women as mere consumers of energy rather than contributors to closing the energy gap.

3. Specific tasks for the consultancy firm

Under the supervision of ECREEE, through the ECOW – GEN coordinator, the consultancy firm would be required to:

- Develop the documentary film's overall concept and scenario.
- Develop the documentary script and storyboard to be used in the film.
- Perform appropriate video filming and shoot interviews with the selected interviewees (based on the list agreed upon with ECREEE) for the film. This will include the aforementioned target group, ECREEE Partners and selected ECREEE staff.
- Present a draft documentary to ECREEE for comments about contents.
- Produce two FINAL versions: 60 minutes and 25 minutes long documentary films in DVD, and a summary promotional DVD version of 3 minutes long.

4. Deliverables and duration of assignment

The assignment is expected to take 45 working days from the date of signing the contract.

No.	Item	Target delivery date	Indicative number of days	location
1	Submit inception report	10 April	2	Home base
2	Submit a storyboard and script for the documentary to ECREEE for approval before filming	15 April	3	Home base
3	Submit draft documentary for comments	30 April	15	Home base
4	Produce an edited Video Recording of the scenarios captured, and the footage of the recorded stories	21 May	15	Home base
5	Present a complete 60, 25 and 10 minute documentary film version, and hand over 2 master copies of each version to ECREEE and two extra copies with the extra footage for future usage.	4 June	10	Home base
Total number of days			45	

5. Required Qualifications and Experience of the Consultancy Firm

The consultancy firm will be required to have;

1. A minimum of 7 years of experience working on similar projects.
2. Academic qualification in journalism, communications, public relations and other related fields.
3. Extensive experience in producing development work related documentaries for international organisations with the aim of reaching both national and international audiences.
4. Experience in working in international organizations.
5. Experience in working in the ECOWAS region.
6. Excellent technical capacities (state of art filming equipment preferably High Definition) to ensure smooth and high quality production.

7. Having affiliations in other Member States would be an advantage.

6. Intellectual Property

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc.) belonging to the client, which the Consultancy firm may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of the Client who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of the Client in line with the national and International Copyright Laws applicable.

7. Contractual arrangements and supervision

The Consultancy firm will be hired under ECREEE terms of contract and supervised by the Communications Unit solely for the purpose of delivering the above outputs, within the agreed time frame.

ECREEE as the Client shall provide necessary support to the Consultancy firm in order to execute the assignment during the duration of the consultancy. These shall include:

- Access to relevant documents necessary for execution of the duties under this consultancy;

8. Remuneration

- The Consultancy firm's payment shall be based on the financial proposal developed for this consultancy.
- Payment shall be made in three installments of;
 - 20% down payment upon submission of an inception report acceptable to the client (WV)
 - 40% upon submission of an acceptable draft documentary; and
 - 40% final payment upon submission of the final outputs, incorporating suggestions and recommendations from the ECREEE.

9. Application Procedure

Applicants are required to submit the following:

- A Technical Proposal: Letter of Interest, stating why you consider your firm suitable for the assignment;
- Brief methodology on the approach and implementation of the assignment;
- Personal CVs of key technical personnel proposed for this project highlighting qualifications and experience in similar projects; and
- Work references - contact details (e-mail addresses) of referees (firms for whom you've produced similar assignments).
- Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
- The proposals (technical and financial proposals) must be submitted to gender@ecreee.org