



## Term of Reference (ToR) for Consultancy

### Developing a Mobilisation Video on Benefits of Coordination

### FSAC Afghanistan

#### Background

The Food Security and Agriculture Cluster (FSAC) in Afghanistan was established in 2008, is co-led by WFP and FAO with Welthungerhilfe as NGO in a co-chair role. The FSAC has had a dedicated Cluster Coordinator since October 2010. In 2011, the FSAC underwent a review process, which resulted in a TOR being developed which identified the FSAC's main aim to provide an action-oriented forum for bringing together national and international humanitarian partners to improve the timeliness and effectiveness of humanitarian assistance on the lives of crisis-affected population in Afghanistan. The FSAC is also operational at a sub-national level in two regions of Afghanistan, with additional subnational structures currently being established.

Over 167 partner organizations country-wide are active in the FSAC, including 62 international NGOs, 69 national NGOs, 3 Red Cross/Crescent related organizations, 9 state-level line ministries, 13 UN agencies, 2 research institutes, 4 donors and 3 embassies.

One of these partners is Welthungerhilfe (WHH), a Germany-based INGO. Welthungerhilfe was founded in 1962 as the national committee of FAO's "Freedom from Hunger Campaign", the first global effort for the fight against hunger under the umbrella of the FAO. Since then, Welthungerhilfe and its national partners have implemented numerous humanitarian and development projects. Its fundamental principle is "help for self-help", i.e. to allow long-term and durable success, local structures and capacities must be strengthened to support those people affected by crises and in need. Welthungerhilfe cooperates its food security response with the FSAC and become an NGO co-chair since April 2018.

Both, the FSAC and Welthungerhilfe are committed to increasing the interest and participation of national humanitarian actors in coordination and particularly, in the FSAC. Welthungerhilfe is the FSAC NGO co-chair and key member. For this reason, both organisations are planning to develop a mobilisation video to better explain the added value of coordination. The videos shall reflect the different type of work and entry points for partners to get involved into the FSAC and show the varied forms of coordination according to the humanitarian context and response. To increase acceptance, the mobilisation video will be adapted to different cultural scenarios, humanitarian contexts and different geographical regions, namely protracted crises in Afghanistan, and sudden-onset natural disasters in Afghanistan.

For the video, the guiding questions are:

- Why is coordination important?
- Role of FSAC in Afghanistan.
- How can partners support to strengthen coordination and response – particularly on provincial level?
- What is the added value for partners in coordination?
- Achievements of FSAC so far?
- Long term perspective of FSAC and exit strategy

## **Concept**

The video will be based on common guiding principles and messages. Therefore, the preparation and production of the video and its contents will be organised in close coordination with Welthungerhilfe, the global Food Security Cluster (gFSAC) and FSAC Afghanistan. Local expertise may be consulted during preparation, filming and editing of the video. Messaging will be developed together with the scriptwriter / video team, with full involvement of FSAC Afghanistan. The filming and editing phases will be based on a detailed video script, drafted and discussed after the recording phase. The entire video editing process will be completed in close coordination with Welthungerhilfe and the FSAC Afghanistan. The video will be 8-10 minutes long.

**Objective:** Increased meaningful participation of national humanitarian actors in and reflection on the work done by the FSAC Afghanistan.

**Purpose:** The video will demonstrate the value of coordination to national partners and actors, and act as a tool for enhancing participation in the FSAC Afghanistan.

**Target audience:** The video is directly targeting the national and sub-national humanitarian actors (particularly national staff and partners). It will be further used for raising awareness among national and international NGOs, research institutions and other stakeholders. The video's aim is not to increase the number of partners, but to strengthen national and sub-national level involvement of local partners and mobilize them for effective coordination through successful experiences of coordination efforts in the past (particularly highlighting the drought response in 2018) and to mobilize and motivate local partners for increased coordination on provincial level. While the video alone cannot be expected to achieve that, it is one of tools among others that can be used to achieve the purpose.

The dissemination strategy will include showing the video at humanitarian coordination meetings (incl. other clusters and provincial / regional cluster meetings, ACBAR, showing the video at WHH's annual Global Hunger Index launch), as well as uploading the video and sharing it per email notification with partners. For reaching organisations who are not yet involved as an active partner, different channels may be considered for disseminating the video.

## **Content (context-specific)**

- Testimonials from various stakeholders to show the impact of coordination (e.g. humanitarian coordinators, cluster lead agencies representatives (FAO, WFP), cluster coordinators, co-chair, government representatives, representatives of national staff and/or partners, beneficiaries)
- Cluster activities on national and/or subnational level (e.g. coordination meetings, trainings, bilateral discussions)
- Project activities of Welthungerhilfe and/or WFP, FAO (e.g. distribution, drought response, cash transfers, agricultural, livestock or other livelihood activities)
- Reference to humanitarian principles and general aspects of coordination

## **Process cycle:**

The project includes 1) preparatory phase, 2) video script writing, 3) filming phase, 4) editing and finalising phase.

- The context-specific concept of the video is to be developed in close coordination with the focal points of Welthungerhilfe and the FSAC. The preparation includes the selection of overall information, country-specific activities, field locations and interview partners.

- The in-country filming is organised in the period (dates to be agreed) and depends on the activities in Afghanistan:

### Deliverables and Timeline

Tentative Time Windows	Tentative Sequence	Proposed	Number of Days in Country
Second week of June 2019	Preparation	Kabul	3 days
Third week of June 2019	Video script writing	Kabul	5 days
Fourth week of June and first week of July 2019	Filming	Western and Northern Regions: Herat, Jawzjan	10 days
By end of July	Editing and Finishing	Home based	TBD based on offers received

All concerned parties will agree on the script and video frames before the filming starts. After editing the video and before making the final product, screen display will be done with selected partners for feedback and further inputs for final editing.

Budget: All the cost of the video will be contributed by FSAC co-lead Welthungerhilfe.

### Requirements

- More than two years of experience in a similar field
- Extensive experience in producing documentaries for national and international organizations
- Excellent technical capacities (Full High Definition video) to ensure high quality production.
- Ability to travel to Western and Northern Regions of Afghanistan to conduct field work (Jawzjan -Herat)
- A DVD of recent documentaries made for reference and quality check (desirable)

### Application procedure

- A technical proposal, letter of interest, stating why you consider yourself/your firm suitable for the assignment
- Financial proposal including details of the cost breakups inclusive of all applicable taxes
- Contact details of referees which shall be organizations for whom you have produced films or documentaries
- Personal CVs for individual consultant highlighting qualifications and experience

Interested firms or individuals that fulfil the requirements are requested to submit their applications to [afg.kab.hr@welthungerhilfe.de](mailto:afg.kab.hr@welthungerhilfe.de) in PDF (signed/stamped) no later than 6<sup>th</sup> June 2019 at 16:30hrs Kabul time. Applications received after closing date and time are not considered.

Interested applicants can also email [farshid.farzan@welthungerhilfe.de](mailto:farshid.farzan@welthungerhilfe.de) for any clarification.