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Terms of Reference

Girls Leadership in Ending CEFMU - Digital Campaign (Video Production)

Location	Timor-Leste (Aileu, Ainaro, Dili and projects areas)
Application deadline	March 26, 2025
Type of Contract	
Working Language	Tetum and English
Expected starting date	1 April 2025
Contract period	3 Months (based on agreed timeline for video production)

I. Introduction

Founded in 1937, Plan International is a Development and Humanitarian Organization that works with children, girls and youth in all diversities, Government, Partners and all Stakeholders in an effort to **promote children's rights and equality for girls in all diversity**. Therefore, we work with people and partners to: Empower children, adolescence, youth (CAY) in all their diversity, and communities to make meaningful change that challenges the root causes of discrimination, exclusion and vulnerability against CAY, especially girls and young women; initiating efforts to make changes in practice and policy at local, national and global levels through our reach, experience and knowledge of the realities faced by CAY and girls in all diversity; working with and communities to prepare for and respond to crises and to overcome adversity.

The issue of Early Marriage and Forced Marriage is a crucial issue in the world and in the Southeast Asian region that requires joint intervention to curb this issue. There are global policies and interventions aimed at minimizing and ending CEFMU as in Sustainable Development Goal number 5 on Gender Equality and women's empowerment which implicitly describes these goals. Particularly in Timor-Leste this issue has received strong attention from the government and international organizations.

As an organization that fights for the rights of girls, Plan International Timor-Leste (plan TL) is working hard with government and civil society to address issues that affect girls. This year Plan TL received funding support from the National Office of Sweden through the Girls Leadership in Ending Child, Early and Forced Marriage and Unions (CEFMU) program. ***The objective of this program is to empower young people especially girls and young men in all their diversity to increase their knowledge about Fundamental Human Rights, Gender Equality and Inclusion, CEFMU's consequences and strategies on ending it through training, mentoring, networking and campaigns to prevent CEFMU.***

For the campaign Plan TL, work with the Ambassador for youth in all diversity and youth representatives to produce videos, tiktoks, and podcast as part of the online campaign. We are planning on producing 2 short videos and 5 tiktok videos on the prevention of CEFMU, SRHR, Drop-out and GBV prevention. Therefore, we would like to hire a consultant or a team of consultants to support the video production activity from March to May 2025

About CEFM

Child, early and forced marriage and unions (CEFMU) is a harmful practice and a violation of children's rights and the rights of girls and women, as well as a fundamental impediment to human development. In some circumstances, it can also amount to a form of gender-based violence. There is also a close link between CEFMU and early pregnancy. While boys can also be affected by child marriage, CEFMU has particularly adverse effects on girls and young women, curtailing their education, social engagement and economic empowerment, violating their sexual and reproductive health and rights (SRHR), limiting their autonomy and placing them at increased risk of violence. CEFMU has serious life-threatening and long-term consequences for girls and women, and also negatively impacts their broader families, communities and societies.

In order to tackle the root causes of CEFMU and create sustainable change, it is essential that a gender-transformative approach is taken which understands children, adolescent and young people in all their diversity. This type of approach aims to address the root causes of gender inequality and exclusion and reshape unequal gender and power relations between all children and young people. It works to understand how children are influenced by gender norms throughout their life-course and aims to strengthen the agency of girls and young women, as well as working with boys and young men, to remove the barriers caused by these inequalities so that they can exercise their rights. It also means working to create an enabling environment, including by engaging traditional and religious leaders to change attitudes and norms around the practice of CEFMU and ensure it is no longer tolerated in the community. Another key actor in ending CEFMU is girls, young women and youth in all their diversity. Therefore, Media Campaign become one of the Girls Leadership in Ending CEFMU's key activities in order to

sensitized public, especially youth in all their diversity on CEFMU, the root causes and ways to tackle it. For that, CEFMU project is seeking a consultant to provide video production service with condition as follow:

II. The objectives

1. To produce a high-quality video that effectively communicates CEFM project's objectives through media platform
2. To display stories of how CEFM impacted girls' lives and advocacy messages
3. To provide appealing content and linked to media platform (online and offline)

III. Scope of work

Below is the outline of roles and responsibilities for the consultant (s):

1. Preparation (pre-production) - The consultant should:

- Bring their own video production equipment and brief the CEFMU team on the functions of the equipment
- Working with the YAP members to review the concept, script, storyboarding and other relevant tasks include:
 - a. Coaching for 2 YAP members
 - b. Conducting initial meetings with the CEFMU team to understand project objectives, key messages, and target audience.
 - c. Developing a creative concept and storyline that aligns with the project's goals.
 - d. Preparing a detailed script and storyboard for approval.
 - e. Identifying and securing locations, interviewees, and necessary permissions.
 - f. Planning for necessary equipment, props, and visuals.

2. Filming and Recording (Production period) - The consultant will:

- lead the filming and production process, ensuring high-quality footage and audio recordings, this includes:
 - a. Present a plan with details for filming and recording
 - b. Conducting on-site filming at agreed-upon locations.
 - c. Setting up and operating cameras, lighting, and audio equipment.
 - d. Capturing interviews, action shots, B-roll footage, and other necessary visuals.
 - e. Ensuring culturally and gender-sensitive representation in the video content.

3. **Editing, voiceovers, subtitles, music, and graphics (Post Production and Finalization) -**

The consultant, in collaboration with CEFM and YAP will:

- Edit and finalize the video, incorporating graphics, animations, and subtitles as needed, includes:
 - a. Editing the video to ensure smooth transitions, clarity, and coherence.
 - b. Adding appropriate background music, voiceovers, and sound effects.
 - c. Incorporating logos, branding, subtitles, and graphics as per Plan TL guidelines.
 - d. Providing draft for review before finalized include the accessibility features

IV. **Deliverables, Timeline and Budget**

The consultant should relay on the deliverable and timeline as follow:

Tasks	Time	Deliverable	Note
Concept and Script	1 Week	<ul style="list-style-type: none">▪ Approved concept notes and creative approach.▪ Finalized script and storyboard.▪ Production schedule and shooting plan.	Disbursement of 1 st payment upon completion (40%)
Filming and Recording	3 weeks	<ul style="list-style-type: none">▪ Raw footage and photographs (if applicable).▪ High-quality audio and video recordings.	Disbursement of 2 nd payment upon completion (50%)
Editing and Finalization	3 weeks	<ul style="list-style-type: none">▪ Final Video with subtitles and voiceover, include accessibility tools)▪ Versions for social media, TV, and other platforms.	Disbursement of 3 rd payment upon completion (10%)

V. **Required Qualifications & Experience**

- Proven experience in video production and editing
- Portfolio of previous similar work
- Ability to produce high-quality videos under tight deadlines.
- Knowledge of [specific languages, cultural contexts, etc.

VI. **Budget & Payment Terms**

- Budget will be allocated based on budget proposal and mutual agreement between consultant and Plan TL

VII. Application Process

Interested candidate please submit:

- Expression of interest letter
- CVs (if company, please submit the Company Profile as well)
- Budget proposal
- ***Deadline for applications: 28 March 2025***