# Overview

|  |  |
| --- | --- |
| Application deadline | August 31, 2024 |
| Contract start and end date | As soon as possible |
| Duration | Within three months from the start date |
| Program sector(s) | Climate Change |
| Project/Program name | Women Empowerment for Climate Resilience (WECR) |
| Type of consultancy | Impact Video on the Implementation of the Women Empowerment for Climate Resilience (WECR) Project |
| Project/Program location | Khua, Sampha, and Mai Districts, Phongsaly Province, Lao PDR |
| Consultant location | In-country would be preferred |
| Funded by | The Danish Telethon (DT) |

# Organizational Background

CARE is a humanitarian non-governmental organization committed to working with poor women, men, boys, girls, communities, and institutions to have a significant impact on the underlying causes of poverty. CARE seeks to contribute to economic and social transformation, unleashing the power of the most vulnerable women and girls.

CARE International in Lao PDR (CARE Laos) began its operations in 1992 and has worked since then to improve the lives of vulnerable groups in both rural and urban areas, particularly the ethnic communities. CARE Laos works in partnership with community members, government bodies, local civil society organizations, and the private sector. Currently, CARE Laos implements projects in four provinces: Vientiane Capital, Luangprabang, Champasack, Phongsaly, and Sekong.

CARE's "Marginalized Women and Girls" program empowers women and girls to exercise their rights, lead and make decisions, and benefit from socio-economic justice. CARE's two main program areas in Lao are women's health and economic empowerment and resilience. Our health programs empower women and girls to exercise their rights to reproductive, maternal, and child nutritional health for greater control over their bodies and to live a life free from violence. Our economic empowerment and resilience programs give women and girls greater access to and control over economic opportunities, resilient resources, and dignified work by promoting gender equality and fighting gender-based violence and climate risk. CARE has extensive experience and expertise in both areas and will continue to pursue evidence-based practices to deliver long-lasting solutions effectively and sustainably.

# Brief of Project Background

The WECR Project is being implemented by CARE International in Laos in collaboration with partners consisting of CARE Laos, Community Development & Environment Association (CDEA) Gender Development Association (GDA) and local government agencies in 20 target villages of Khua, Samphan and Mai Districts, Phongsaly Province, Lao PDR from Aug 2021 to December 2025. The main objective of the WECR project is to enhance the adaptive capacity of smallholder farmers, particularly ethnic women, in adapting to sustainable climate change through the implementation of Community Adaptation Action Plans.

# Objective of the assignment

The objective of this video is to showcase the impact of the WECR project on the lives of ethnic minority women and their communities. The video will highlight key achievements, challenges, and lessons learned, emphasizing the project's contribution to climate resilience and women's empowerment.

A high-quality impact video that effectively communicates the achievements and impact of CARE and partners (Govt, CDEA and GDA) through the WECR project. The impact video is objectively to increase awareness and understanding of the project's contributions to climate resilience and women's empowerment among stakeholders and the public.

# Target Audiences to be involved in the assignment

The samples or target groups to be involved in the impact story/video including:

* Donors and funding agencies
* Government officials and policymakers
* Local communities and project beneficiaries
* General public and media

# Scope of the assignment

The consultant will be responsible the following:

* **Pre-Production:** Developing a detailed script and storyboard in consultation with CARE International.
* **Production:** Filming on-site in the project areas, capturing interviews with beneficiaries, project staff, and local authorities, as well as footage of project activities.
* **Post-Production:** Editing the footage to create a compelling narrative, including voiceovers, subtitles, and background music.
* **Final Deliverables**: A 10–15-minute impact video in high-definition format, along with a 2–3-minute summary version for social media.

# Approach and Methodology

The consultant is expected to follow these approaches:

* **Interviews:** Conduct interviews with project beneficiaries, staff, and local authorities to gather personal and testimonials.
* **Field Visits:** Visit project stories sites to capture footage of activities such as sustainable farming practices, community meetings, and training sessions.
* **Storytelling:** Use a narrative approach to highlight the project's impact on improving climate resilience and empowering women.

# Roles and Responsibility

|  |  |  |
| --- | --- | --- |
| Phase | Responsible Person | Primary Tasks |
| Planning | Comms and PSL team | Lead in the facilitation impact video process and managing the consultant in collaboration with CARE and relevant government partners. |
| Consultant | * Lead in impact video planning in close collaboration with CARE team. * Ensure that the work plan is realistic and sound for the assignment. * Prepare related materials, e.g., high quality video camera, and other accessories. |
| Field work | Comms and PSL team | * Lead in facilitating the logistics and making an appointment with the selected target groups mentioned above. * Provide relevant information and data as requested. |
| Consultant | * Lead in drafting and conducting impact video in the field with sample groups in high quality manner. These including: * **Pre-Production:** Developing a detailed script and storyboard in consultation with CARE International. * **Production:** Filming on-site in the project areas, capturing interviews with beneficiaries, project staff, and local authorities, as well as footage of project activities. |
| Editing | Consultant | * **Post-Production:** Editing the footage to create a compelling narrative, including voiceovers, subtitles, and background music. * **Final Deliverables**: A 10–15-minute impact video in high-definition format, along with a 2–3-minute summary version for social media. * All raw materials shall be sent to CARE for storage after the final submission. |

## Timeframe

The consultancy is expected to be completed within three months from the start date.

# Selection Criteria

|  |  |  |
| --- | --- | --- |
| 1 | Experience and technical skills | * Proven experience in producing high-quality impact videos. * Strong storytelling and editing skills. * Ability to work in remote areas and engage with local communities. * Knowledge of climate resilience and women's empowerment issues is an advantage. |
| 2 | Qualification | * Relevant qualification (preferred media, communications) |
| 3 | Language | * Excellent command of English (writing and speaking). * Experience in Lao PDR and Lao language skills are desirable. |
| 4 | References | * A minimum of two referee contacts who have managed the proposed consultant previously. |

As a matter of course, all consultants are subject to the following policies:

* CARE Lao Child Protection Policy.
* Terrorist Check Safety and Security Management Plan.
* CARE Code of Conduct.

# How to apply

If you are interested in this role, please submit your (1) CV, (2) cover letter, (3) two references, (4) proposed impact video plan, and (5) cost quotation (daily rate) to: [Lao.contracts@care.org](mailto:Lao.contracts@care.org) by **31th Aug 2024**, **please include the text: “Application for WECR Impact Video Production Consultancy”** in the subject of your email.

For specific technical and more information, please contact Nalada Phomvixay, Communications and Public engagement Advisor at [nadala.phomvixay@care.org](mailto:nadala.phomvixay@care.org) Mobile: +85620 5600 5600