

TERMS OF REFERENCE (TOR)

Consultancy for Production of 16 Days of Activism Against Gender-Based Violence 2026

Campaign Theme: “Without Fear”

Campaign Period: 25 November–10 December 2026

Filming Period: 5–9 October 2026

Implementing Organization: CARE International in Lao PDR

Lead Team: Communications Team

Funding: MekongElevate Project

1. Background

The **16 Days of Activism Against Gender-Based Violence** is a global campaign that calls for action to prevent gender-based violence and promote safer, more equal and inclusive communities.

In 2026, CARE International in Lao PDR will support the campaign under the theme “**Without Fear.**” Through a series of engaging digital stories and videos, CARE Laos will highlight different perspectives on what it means for women and girls to participate, speak up, access opportunities, lead and live without fear.

The campaign will bring together different voices from CARE, project teams, civil society organizations, communities, environmental organizations and the private sector. Each contributor will share a different perspective based on their area of work and experience.

The **MekongElevate Project** will provide an important connection to the campaign, while the podcast series will demonstrate how different sectors and partners can contribute to safer, more inclusive, resilient and equal communities. The campaign will also contribute to the MekongElevate Project's objective of **promoting the leadership of ethnic minority (EM) women, youth and people with disabilities in climate-smart agriculture (CSA) scaling strategies as well as supporting climate action.** The podcast series will provide an opportunity to highlight diverse voices, leadership and participation in climate-smart agriculture, resilience, and climate action.

2. Campaign Theme

“Without Fear”

The campaign will explore what it means for women and girls to live and participate **Without Fear**, including their ability to:

- Speak up and be heard

- Participate in decision-making
- Access opportunities and resources
- Build confidence and leadership
- Strengthen their livelihoods
- Participate in community action
- Be included regardless of disability
- Work in safe and respectful environments
- Contribute to resilient and sustainable communities

Overall Campaign Message

“Different voices. Different experiences. One shared goal: building communities where women and girls can participate, speak up, lead and live Without Fear.”

3. Objectives

The campaign aims to:

1. Raise awareness of the **16 Days of Activism Against Gender-Based Violence 2026** campaign and the theme **“Without Fear.”**
2. Present the work of CARE Laos and the **MekongElevate Project** through accessible and engaging storytelling links to climate resilience.
3. Share different perspectives and experiences related to gender equality, women's empowerment, disability inclusion, climate resilience by adopting CSA practices, livelihoods, environmental action and safe workplaces and safe communities.
4. Highlight how different sectors and actors can contribute to safer, more inclusive and resilient communities.
5. Encourage audiences to reflect on what **“Without Fear”** means to them.
6. Increase audience engagement through creative, short, and audience-friendly video content.

4. Scope of Consultancy

The Consultant/Production Team will work closely with the **CARE Laos Communications Team** to develop and deliver the campaign content.

The consultancy will cover the **full production process**, including preparation, filming, editing, and post-production.

The consultancy will include two separate content activities:

Activity 1: Podcast Video Series

“Different Voices, One Goal: Without Fear”

A series of conversational podcast-style video interviews featuring eight different voices.

Activity 2: Three Standalone Campaign Videos

1. **16-Day Campaign Introduction Video**
2. **CARE in Laos- Together Without Fear - Video**
3. **Campaign Closing & Audience Engagement Video**

The three standalone videos will be developed separately from the podcast series.

5. Expected Outputs

A. Podcast Video Series

The Consultant will produce:

- **8 podcast interview conversations**
- Up to **3 short episodes per conversation**
- Up to **24 short podcast episodes**
- Approximately **3–5 minutes per episode**, subject to final editing
- Subtitled versions
- Social-media-ready versions
- High-resolution master files

The final number of episodes may be adjusted based on the quality and relevance of the recorded content.

B. Standalone Campaign Videos

The Consultant will produce:

1. **16-Day Campaign Introduction Video**
2. **CARE in Laos-Together Without Fear- Video**
3. **Campaign Closing & Audience Engagement Video**

C. Supporting Production Materials

- Relevant B-roll footage
- Final edited master files

- Social-media versions
- Selected images/screenshots where included in the agreed production scope

6. Consultant / Production Team Responsibilities

The Consultant/Production Team will be responsible for the **entire production process**, working closely with the CARE Laos Communications Team in consultation with CARE.

The Consultant will:

1. Support the Communications Team to develop and refine interview questions.
2. Develop an appropriate storytelling and interview approach for each guest.
3. Coach and guide interviewees to provide clear, natural and engaging answers.
4. Support the GAMCIL moderator before and during interviews.
5. Be responsible for **all filming and video production**.
6. Provide and manage the required production equipment and technical team.
7. Be responsible for **all video editing and post-production**.
8. Incorporate feedback from the CARE Laos Communications Team.
9. Produce final content suitable for CARE Laos digital and social media channels.
10. Ensure appropriate CARE branding and agreed visibility requirements are included.
11. Deliver all agreed outputs within the approved timeline and budget.
12. Coordinate closely with the CARE Laos Communications Team throughout preparation, filming, editing and final delivery.

7. Consultant Requirements

The Consultant/Production Team should have:

- Hold at least a bachelor's degree (with a master's preferred) in Communications, Media Production, Film Studies, Journalism, or a closely related field.
- More than 5 years of experience producing podcasts with international organizations, NGOs, INGOs or development organizations.
- Experience producing content for digital and social media audiences.
- Good understanding of gender equality and sensitive social issues.
- Strong communication and coordination skills.
- Strong interviewing, storytelling and visualized storytelling skills.

- Ability to coach interviewees and help them communicate naturally on camera.
- Experience managing full video production from filming through final editing.
- Ability to deliver high-quality video and audio production.
- Ability to work within the approved budget and agreed production timeline.

8. Summary of Consultancy Deliverables

Deliverable	Quantity
Podcast interview conversations	8
Short podcast episodes	Up to 24
Campaign Introduction Video	1
CARE in Laos Video	1
Campaign Closing & Audience Engagement Video	1
B-roll / supporting footage	As required
Subtitles and social-media formats	For final videos
High-resolution master files	All final outputs

Key Dates

Filming: 5–9 October 2026

Campaign: 25 November–10 December 2026

Production: Full filming, editing and post-production by consultant in close coordination with CARE Laos Communications Team.

How to apply

If you are interested in this role, please submit your (1) CV, (2) cover letter, (3) two references, and (4) proposed financial plan to: Lao.contracts@care.org by 29 September 2026 **please include the text: “Application for Production of 16 Days of Activism”** in the subject of your email.

For specific technical and more information, please contact Mr. Lyxay Phothisut at lyxay.phothisut@care.org