**TERMS OF REFERENCE FOR A PRODUCTION STUDIO TO PRODUCE VIDEO CONTENT WITHIN THE FRAMEWORK OF SMALL GRANT SUPPORT TO THREE WOMEN CSOS (WCSOS) PARTICIPATED AT KADAM LABORATORY**

1. **Background:**

Search for Common Ground (Search) is currently implementing the project titled **“Ayaldar Tynchtyk Tiregi: Capacitated Women Civil Society Organizations Sustaining Peace in Kyrgyzstan”** in partnership with UN Women, FAO, and the Public Foundation ‘Roza Otunbaeva Initiative,’ with financial support from the UN Peacebuilding Fund.

As part of the project Search and UN Women have implemented the "KADAM” Laboratory (Lab) initiative comprising of a series of activities tailored for women's civil society organizations (CSOs) and youth organizations, focusing on enhancing institutional capacities to implement programs addressing climate change adaptation, gender equality, and social cohesion.

**Twelve organizations** participated in the KADAM Lab, undergoing a participatory capacity assessment process, and subsequently developed and implemented **Capacity Action Plans**.

Another component of the project is the **Small Grants Program.** To further support women’s CSOs, UN Women and Search agreed to link this program with active participants from the KADAM Lab. Through the Small Grants Program, in-kind support will be provided to three WCSOs (from Osh, Jalal-Abad and Batken provinces) that received the highest scores from the KADAM Lab, enabling them to develop three media products that showcase their impact in the areas of Women, Peace, and Security.

1. **Objective**

The media product aims to communicate **the long-term commitment, impact, and reach of Women CSOs in contributing to peace, social cohesion, and women’s empowerment in Kyrgyzstan.** By telling authentic, human-centered stories, the product seeks to increase public trust and recognition of CSOs’ vital role in addressing key societal issues.

The media products will demonstrate that these organizations are deeply rooted in local communities, actively working in partnership with local authorities and other stakeholders to achieve shared goals.

**The media products will be of a native nature communicating indirectly and avoiding cliche narratives and common language typically used around CSOs work.**

The video should feature short stories/ interviews of not less than 10 individuals in different locations within Osh, Batken and Jalal-Abad provinces. The final product for each organization should be presented in 2 formats - longer with 10 minutes duration and shorter - with 2 minutes.

**3. Process**

*Timeline:*

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| **Milestone** | **Timeline** |
| Alignment meeting with the media company on concept and goal | 11 October 2024 |
| Pre-production planning and scheduling (including scenarios) | 14 - 30 October 2024 |
| Filming process |
| Editing and post-production |
| Review of the first draft and recommendations | 6 November 2024 |
| Revisions and final adjustments | 15 November 2024 |
| Final approval and delivery of the media products | 20 November 2024 |

**Deliverables by November 20, 2024:**

* Three final videos (one per organization) in MP4 format, Full HD (1920x1080) resolution, and 16:9 aspect ratio.
* Each video should have subtitles in both Russian and English.
* Videos should be provided in two formats: a longer 10-minute version and a shorter 2-minute version.

\*100% payment will be made after signing act of acceptance

**Technical Requirements**

* Use of a minimum of two professional cameras, along with additional lighting (softboxes, studio lights), to ensure high image quality.
* Detailed filming of facial expressions, movements, and emotions.
* High-quality sound and visuals in the finished videos.
* MP4 format, Full HD quality, 16:9 and 9:16 formats.

**Professional Requirements**

* At least five years of experience in producing videos for conferences, forums, or similar events.
* Experience with more than 10 video shoots demonstrating expertise in composition, lighting, angle selection, as well as video processing and editing.
* Strong editorial skills with the ability to create emotionally engaging videos.

Please send your commercial offers by **October 8, 2024 to mbaialieva@sfcg.org**. The offers should contain the following information:

**1). Resume and/or description of organizational experience demonstrating relevant experience (preferably with references to online products developed)**

**2). Financial proposal**

**3) Presentation of the vision for the videos**