

## **TOR – AMENCA2 VIDEO**

### **Background:**

Under the AMENCA2 program, MA'AN Development Centre, in partnership with Union Aid Abroad- APHEDA has implemented a six year project entitled *Rural Livelihoods and Food Security through Capacity Development Project in the Tulkarem and Khan Younis district's*, funded by the Australian Government. The project focuses on supporting Palestinian communities through two main components; improving food security for vulnerable households and increasing the capacity of local CBO's to serve their constituents.

In the West Bank there are villages in which the project has been implemented in the Kafriyat area of Tulkarem; Kufur Sur, Kufur Abboush, Kufur Jammal, Kur, Shofeh, Al Rass and Kufur Zibad. In the Gaza Strip there are three areas of implementation in Khan Younis; Kuza'a, Abassan and Fokhary.

### **Purpose:**

To create a short media and communication video that can promote and show the achievements of six years of AMENCA2. The video is aiming to support the projects achievements and be used as a promotional tool to demonstrate the success of the project in the food security and capacity building sectors.

### **Audience:**

There are two key target audiences for this video as well as a potential later audience. The video should be able to target the Australian Government from whom funding was provided to demonstrate the success of the project. Secondly, the video should be able to reach the wider public and union organisations to again show the success and demonstrate how the money has been spent. For the future, this video may be a visual success story that could attract increased funding for a potential AMENCA3.

### **Term:**

The video activity is due to start by the 1<sup>st</sup> September 2014 and must be completed in full by *March 2015*.

### **Objectives of this consultancy:**

- To create an approximately short video which covers the AMENCA activities.
- To make use of data throughout the video so as to convey important project information in a pleasant visual manner (MA'AN will assist in the selection and provision of these).
- The video should highlight that the project was done in conjunction with an Australian partner through funding from Australian government.

### **Provisions for consultant from MA'AN:**

- The consultant will receive support and contribution to the task through the provision of field facilitation and staff support regarding access to the field/beneficiaries and translation if needed.
- Consultant will also be provided with relevant data.

**Terms and conditions for consultant:**

- The firm/consultant should be able to submit an example of a short (5-10 minute) documentary or video you have made which is designed to demonstrate something for an outside audience. If you have no short videos, a clip of a longer video is acceptable of the same length.
- The firm/consultant should submit a work plan along with a budget for us to analyse your framework.
- The firm/consultant will be contractually obligated to make any changes MA'AN sees fit to the video.

New graduates and freelance filmmakers are strongly advised to apply and according to MA'AN's equal opportunity policy women are also encouraged to apply. The firm/consultant chosen will be required to adhere to MA'AN's policies and more specifically child policy.

Interested consultants should respond to MA'AN by the 21<sup>st</sup> August. Please ensure that the following are attached to submissions:

- Concept note regarding initial ideas and visions for this task,
- Video or electronic link to video,
- Budget framework for suggested work,
- CV.

*For more information or requires regarding submission please contact [naomi@maan-ctr.org](mailto:naomi@maan-ctr.org)*

*Submissions should be made electronically to Procurement Officer, Mahmoud Taha [mahmoud@maan-ctr.org](mailto:mahmoud@maan-ctr.org)*

*Or, by hand delivery to;*

*MA'AN Development Centre  
Alnahdah Building 5<sup>th</sup> Floor (Above Bravo Supermarket)  
Emil Habibi Street  
Almasyoon – Ramallah*

*Telephone: 970-2-2954451*