



Country Office – Uganda

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Terms of Reference for conducting a story-telling documentary of IFRAD's impact on the lives of young women and youth involved on the 'Youth Ignite Change Project' in Arua and Gulu districts

1. Introduction

International Foundation for Recovery and Development (IFRAD) is an entrepreneurship development, private sector organizing and business ecosystem facilitator. We emphasize a private-sector-led approach towards development through stimulating issue based policy debates and advocacy, enhancement of community assets through capacity building, as well as building a sustainable business ecosystem.

Mission: At IFRAD, our mission is to work with enterprising people and communities, creating a conducive environment for asset-building, wealth creation and democratic engagement.

Vision: The efforts of IFRAD are built towards achieving fully developed and thriving communities that are able to independently grow and sustain themselves and their resources, thus envisioning; **"Economically enterprising and peaceful communities"**.

2. Background

In September 2017, Oxfam Novib entered into a partnership with International Foundation for Recovery and Development (IFRAD) to implement the Youth Ignite Change project in Gulu and Arua districts. The Youth Ignite change project is part of the broader Oxfam/Irish Aid PGII implementation across 5 countries in Sub Saharan Africa. The broader goals of the PGII grant are two; i) participation, civil society space and local capacity are strengthened and widened impacting positively on good governance and human rights, as well as ii) long term, sustainable, positive impact on the lives of poor and marginalised people achieved at scale. In Uganda, the PGII program is being implemented with two key objectives:

1. Increased women's and youth economic empowerment
2. Achieving Greater Gender Equality

Whereas both objectives are inter-linked, IFRAD's activities are designed to mainly respond to Objective 1: Increased women's and youth economic empowerment.

Between the period September and December 2017, IFRAD is implementing the following selected activities as part of the approved broader 5-year program proposal.

- R1A1 Organize inception workshop
- R1A4 Group identification and selection
- R1A5 Deliver training on entrepreneurship, group dynamics and business skills
- R2A1 Train 600 marginalized youth especially the female youth in agro processing and modern farming (with particular focus on cereal processing)

- R2A6 Provide follow-up support to groups with coaching
- Monitoring, learning and documentation.

3. Summary of project description

The overall project goal of the Youth Igniting Change Project is to achieve long term, sustainable, positive impact on the lives of poor and marginalized people at scale.

The specific objective of the project is increased economic empowerment for youth especially the female youth in Northern Uganda by 2021.

IFRAD is tracking the following high level Indicators. An update on progress towards achievement of these broader outcomes will be discussed in the consequent project report. IFRAD is taking care to collect the required information to ascertain impact.

- *Increase in income for poor and marginalized youth especially the female youth in Gulu and Arua districts*
- *Increased employment for poor and marginalized youth especially the female youth in Gulu and Arua districts*
- *Increased national discourse on the productive roles of poor and marginalized youth especially the female youth in the economy*

4. Project scope

The project is being implemented in Bungatira and Patiko sub counties of Gulu district as well as Dadamu and Oluko sub counties of Arua District targeting youth in a) the business expansion track and b) the business start-up track. A total of 129 (65F, 64M) participants have been selected in Year 1.

In Gulu district, 65 (39F, 30M) participants were identified, 30 (17F,13M) for business start-up in Patiko sub county and 39 (22F,17M) for business expansion in Bungatira sub county. (Group lists will be provided). In Arua district 60 (26F, 34M) participants were identified, 30 (14F, 16M) for business start-up in Oluko and 30 (12F, 18M) for business expansion in Dadamu sub county (Group lists will be provided).

5. Deliverables

There are 3 key deliverables under this assignment is;

- A. An audio visual documentary that will tell a comprehensive and convincing story of the following;
 - IFRAD model of engagement*
 - Young women and youth beneficiaries as they come into the program and how they change during and after the IFRAD experience*
 - A snap shot of IFRAD's economic empowerment activities (e.g. training sessions, one on one mentoring, business coaching as well as marketing activities*
 - A snap shot of IFRAD's district and private sector engagements*
 - Participant/group stories of change and plans after the IFRAD experience*
- B. Short promotional and advocacy clips of IFRAD's work for public promotion on the website, face book and youtube. (4 animations on socio-economic stance of young women and youth in Gulu and Arua. These shall include data and informative animations not lasting more than a minute each).
- C. A few professional pictures for IFRAD's promotional work and picture story-book

- D. 10 online posters to be advised on by the institution during the period in which this task shall be executed.

The documentary once developed, should be able to complement IFRAD's planned promotional and advocacy campaigns which shall be designed to use both mainstream as well as new media. As highlighted above, the documentary should take cognizant of the unique socio-cultural perspectives of the youth in the different districts and become appealing to funders and policy makers to support the program further.

The documentary should clearly bring out the potentials of the marginalized young women and youth in Gulu and Arua as well as how local and national actors can support them to achieve meaningful economic empowerment and greater gender equality.

6. Qualifications, Experience and Requirements

- a) The firm **MUST** be a legal entity duly registered with the relevant authorities.
- b) At least two years' experience in developing advocacy documentaries/films. Completion of assignments of a similar nature (please submit at least two copies of previous assignment relevant to this assignment)
- c) Experience in development communication and mass media will be added advantage
- d) The team/firm should have good knowledge of the youth movement in Uganda, proven experience of in-depth analytical skills of youth empowerment programs and projects. (Short profiles of key persons to conduct the baseline should be attached to the response).
- e) Ability to start immediately

7. Submissions

- a) A proposal of interest and demonstration of capability
- b) Evidence of past experience in undertaking similar assignments (at least two copies of previous assignments related to this call)
- c) At least two previous clients and their contacts
- d) Both a technical proposal, how you propose to undertake the assignment and a financial quotation in Uganda shillings in two separate envelopes.

Submissions should be made to ifraduganda@gmail.com

8. Timing

- a) A detailed response in form of a proposal should be prepared by the bidders and received by Monday November 20th, 2017, 12:00 pm and submitted to ifraduganda@gmail.com or hand delivered to the **IFRAD offices**
- b) The successful bidders will be notified by Wednesday 22nd, 2017
- c) Contract signing shall be done on Thursday 23rd, 2017 at the IFRAD offices
- d) Presentation of the first draft of the documentary will be on December 11th, 2017 at the IFRAD Boardroom.
- e) Presentation of the final documentary (deliverable) will be December 18th, 2017.

9. Financial Projections/Payments

- IFRAD will pay the firm professional fees calculated and set according to the qualifications and relevant experience and in line with IFRAD's payment scale for local consultancy. Bidders should include a financial proposal as part of their response.
- Professional consultancy fees to the firm will be paid in Uganda shillings in two instalments as follows;
 - a) 60% upon signing of agreement/contract to support the firm begin the baseline

b)40% after completion and presentation of final deliverables

10. Reporting

The consultant shall report to the Program Director / Communications and Marketing Associate. All submissions must be on CD/DVD formats and a soft copy flash media accessible on the website online. The submission should be in English and the respective local language.

Application Procedure

All interested parties should respond to the TOR by making your application to the following address. Applications must be addressed to 'The Program Director, IFRAD' and HAND DELIVERED to:

International Foundation for Recovery and Development

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P. O. Box 4143, Kampala

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www.ifrad.org