



TERMS OF REFERENCE

Consultancy for Video Production in Central Asia

UNCCD

Consultancy reference number: CCD/23/C/08

Background

The objective of the United Nations Convention to Combat Desertification (UNCCD) is to combat desertification and mitigate the effects of drought in countries experiencing severe drought and/or desertification around the world through effective action at all levels, supported by international cooperation and partnership arrangements, with a view to contributing to the achievement of sustainable development in affected areas.

The twenty-first session of the Committee for the Review of the Implementation of the Convention (CRIC21) of the UNCCD will take place from 9 to 13 October 2023 in Samarkand, Uzbekistan. It will serve as a momentous occasion to share the success stories of land restoration as a key element in achieving national, regional and global food security, gender equality, drought resilience and sand and dust storms (SDS) mitigation. In the region currently facing increasing water scarcity, due in part to desertification, land degradation and drought, changes in land use, and the impact of climate change, it is crucial to promote the success stories of communities that engage in land restoration/sustainable land management to build resilience. Examples of communities that have developed proven strategies to cope with the impacts of desertification, land degradation and drought need to be well documented and made widely available to others facing similar challenges. Specific focus of the series will be on harnessing the power of healthy land through innovation, female leadership and active community engagement, and sustainable opportunities for the most vulnerable, through collective actions that address both region-wide and country-specific environmental and socio-economic challenges.

Objective of consultancy

The Consultant will produce three videos of up to 10 minutes in length to showcase the social, environmental and economic benefits of restoring land, illustrated by success stories on the ground from the Central Asia region.

Duties and Responsibilities

Under the supervision of the CERP Unit Chief, the consultant will produce three videos of up to 10 minutes in length to showcase the social, environmental and economic benefits of restoring land, illustrated by success stories on the ground from the Central Asia region.

The videos should be human-led stories, including interviews and testimonials from affected communities that have developed proven strategies to cope with the impacts of desertification, land degradation and drought, highlighting the role of collective action, innovation, female leadership and active community engagement as well as sustainable opportunities for the most vulnerable.

Each video is to be accompanied by a short teaser to be used for social promotion, still images/photographs with appropriate captions, and a b-roll to use at UNCCD discretion in perpetuity for non-commercial purposes to promote its work and issues.

The first video to be delivered by 20 March in time for the UN Water Conference, the second by 31 May to be included in the 17 June Desertification and Drought Day programme, the third by 30 September 2023 to be included in the CRIC21 programme.



The videos will be premiered at the above-mentioned events and shared via the Convention's media platforms – Instagram, Facebook, Twitter, YouTube, LinkedIn. The footage and photo roll gathered for the films will be shared.

In consultation with the secretariat, the consultant will plan and manage the production process, including pre- and post- production of developing the videos. More specifically, s/he will:

- Research relevant inspiring stories to be featured.
- Develop production schedules for each product.
- Arrange and secure the permissions for use of the material, location and/or filming rights, including authorization for the participation of special guests, where necessary.
- Develop and agree on the video scripts and revise them as needed.
- Gather or commission gathering of original outdoor and indoor film footage and photography, as needed and agreed with UNCCD.
- As appropriate, identify, contact to and record interviews with experts, practitioners, representatives of partner organizations and any relevant people needed for the project; source additional film footage as needed.
- Direct and oversee the filming and related logistics.
- Source additional film footage, additional photography, graphics/animations, and music from virtual sources and/or partner organizations
- Edit the footage, and revise the films where required.
- Manage and keep to the agreed budget.
- Source and incorporate the sound effects, required music, graphics and subtitles.
- Ensure appropriate branding, copyright and credits and include proper citation where needed. The copyrights of the materials purchased should:
 - Qualify for dissemination via social media.
 - Cover the use of the videos for non-commercial purposes carried by mainstream media reporting on UNCCD's work.
 - Posting on the UNCCD website.
 - Adhere to the agreed deadline.

Deliverables

- Workplan for the assignment including timeline and consultations
- Draft script for the videos
- Draft storyboards
- Submit first cut for initial approval by UNCCD
- Submit the edited versions for final approval by UNCCD
- Final videos and teasers delivered by: 20 March for the first video, 31 May for the second video, by 30 September for the third video
- All b-roll materials and images by 30 September 2023

Payment will be on a lump-sum basis.

Contractual terms

The service of the selected consultant is estimated to be for a period of 07 months during the period from 01 March 2023 until 31 September 2023. This contract is based on deliverables and payment will be monthly. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

Requirements



- Advanced degree in public relations, journalism, brand management, public relations, strategic communications, marketing communications or similar;
- At least ten years of professional experience in producing documentaries, from concepts and storyboards to scripting, production and editing.
- Prior experience with complex source material and working with development organizations or governments and private sector (commercial) clients to convey clear messaging to a broad audience, including civil society.
- Proven professional experience in marketing, branding and developing creative and powerful messages and narratives.
Proven professional experience in strategic communications planning for media and/or social media.
- Excellent writing and editing skills in Russian, working knowledge of English.

Special notice

Only individuals who can act as independent, individual economical operators are qualified to apply. Individuals who can provide their services only on account of an institution or enterprise not in their individual capacity are not eligible under this procedure.

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations Secretariat and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultant and individual contractor is responsible for determining tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

Submission of application

The following documents should be sent to staffing@unccd.int as **one document**: UNCCD Personal History Form¹ /CV and cover letter, specifying the following in the email subject line: **CCD/23/C/08**.

The deadline for applications is **24 February 2023**. Only applications submitted by the deadline and with complete documentation will be taken into consideration.

Due to the volume of applications received, receipt of applications cannot be acknowledged individually. Please address your application as indicated above and please do not address or copy your application to an individual at the Secretariat. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

Date of issuance: 16 February 2023

¹ UNCCD P-11 form in electronic fill-in .pdf OR .docx format available: <https://www.unccd.int/about-us/secretariat/vacancies/applying-unccd>