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## TERMS OF REFERENCE

### Consultancy: Videographer for educational case study video development

Consultancy reference number: CCD/23/C/94

#### Background

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Desertification, along with climate change and the loss of biodiversity, were identified as the greatest challenges to sustainable development during the 1992 Rio Earth Summit.

Established in 1994, the United Nations Convention to Combat Desertification (UNCCD) is the sole legally binding international agreement linking environment and development to sustainable land management. The Convention seeks to support countries in addressing Desertification, Land Degradation, and Drought (DLDD). ([www.unccd.int](http://www.unccd.int))

The G20 (or Group of Twenty) is the annual international forum for the governments of 19 industrialized countries and the European Union (EU). The G20 Leaders' Declaration, issued on Sunday, 22 November 2020, launched a "Global Initiative on Reducing Land Degradation and Enhancing Conservation of Terrestrial Habitats". Building on existing initiatives and on a voluntary basis, the G20 countries share the ambition to achieve a 50 percent reduction in the amount of degraded land by 2040.

The Global Land Initiative (GLI) with oversight from UNCCD, will focus on capacity building, engaging the private sector and civil society and showcasing success. The Director, under the oversight of the Executive Secretary of the UNCCD, manages the Initiative Coordination Office (ICO).

The G20 Global Land Initiative is looking for a video producer with international experience to produce short case study documentary films, course trailers and to provide guidance on videos to be produced by young people as part of the Initiative's capacity building plan.

#### Objective of consultancy

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Support implementation of the G20 GLI capacity-building strategy and plan, with the development of educational case study videos, which will be used to supplement University course materials as well as to prepare a template for short videos to be developed by applicants to a global youth champion award.

#### Duties and responsibilities

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1. Provide technical feedback on each case study video storyline, developed by UNCCD staff, with professional script editing.
2. Identify video clips and photos for the case study videos in collaboration with UNCCD staff
3. Guide the voice over process, which will be undertaken by UNCCD staff.
4. Edit the case study videos in coordination with UNCCD staff, to include one music score for each trailer, one music score for the first set of case study videos and one music score for the second set of case study videos.
5. Transcripts in local languages will be translated into English by the videographer and included as subtitles for the final videos.
6. Produce final version lecture videos in a timely manner according to the established work plan.
7. Develop two short trailer films (1 minute each) to promote each course (agriculture and urban land restoration)



8. Develop brief written instructions and a 2-3 minute video template for short videos to be developed by applicants of a global youth champion award for best youth project on land restoration by 1 December, 2024.
9. Ensure the products developed follow the UNCCD-G20 brand guide.
10. Share lessons learned and recommendations to improve film production for future case studies production.
11. Start planning MOOC course.

### **Deliverables**

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The consultant is expected to accomplish the following tasks:

- a. Develop 10 (ten) case study videos (5 minutes length per video) in consultation with UNCCD staff for three University courses as follows:
  - Five case study videos for the Global course on sustainable agriculture for land restoration by 1 May 2024
  - Five case study videos for the Global course on sustainable forestry for land restoration by 1 November 2024
- b. Develop two promotional trailers (1 minute each), one each for the abovementioned courses. Trailer for agriculture to be completed by dates shown below.
- c. A set of written instructions and a 2–3-minute video template to guide entries for a global youth award on land restoration (Youth champions template)
- d. Submit maximum 2-page report on the lessons learned with recommendations for next film production; Broll (film footage) shot in the field for the 10 case studies uploaded to designated G20 Global Land Initiative online storage.

### **Contractual terms**

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The service of the selected consultant is estimated to be for 150 days between 15 January 2024 and 15 November 2024. This contract is based on deliverables and payment is defined by outputs. The consultancy is home based however, if missions are organized, travel will be paid and organized separately.

### **Requirements**

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- A bachelor's degree is required;
- Post-graduate qualifications in communications, videography, design or a related subject is an advantage;
- At least 7 years of experience in video production;
- Proven ability to develop documentary videos for on-line courses;
- Proven ability to record professional videos in a studio;
- Proven ability to design and produce animations for documentary videos;
- Proven ability to develop storyboards for animation and video production;
- Proven ability to conduct and record both audio and video interviews;
- High level of technical knowledge and awareness;
- Respect for diversity;
- Strong interpersonal and communications skills;
- Ability to work in an information-sharing team environment;
- Fluency in English is required for this position;
- Fluency in a second UN language is an advantage.



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### 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 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](mailto:staffing@unccd.int) as **one document**: UNCCD Personal History Form<sup>1</sup> /CV and cover letter, specifying the following in the email subject line: **CCD/23/C/94**.

The deadline for applications is **24 November 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 or Global Mechanism. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

Date of issuance : 10 November 2023

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