



*AJIR + (Appui à Jérusalem-Est pour son Identité et sa Résilience – Phase additionnelle)*

*Action for East Jerusalem's Identity and Resilience programme (AJIR+)*

## **Terms of Reference**

### **Visibility Consultant (Video Production and Photography)**

**Reference Number: 174/AFD-13/2024**

## **1. Background**

### **1.1 The NGO Development Center (NDC)**

NDC is a non-profit non-governmental organization established in response to the need of having a sustainable Palestinian mechanism for providing support to the NGOs sector. Through providing technical and financial support, NDC works on developing the capacities of Palestinian NGOs in providing quality services, especially to the poor and the marginalized, on enhancing their self-reliance, and on empowering them to be more sustainable. At the same time, NDC contributes towards the development of the NGOs sector as a whole by facilitating sharing and exchange of information and experience, by supporting research and policy development, and by strengthening NGOs relationships with development partners.

NDC is the first professional organization of its kind, created and led by Palestinians, focusing on strengthening NGOs, facilitating the development of an active and vibrant NGO sector in Palestine and encouraging wider partnerships and cooperation among and between the different development actors and supporting research and policy formulations for the NGO sector.

Since its establishment, NDC has increased its scope of work and project intervention to manage various granting schemes and programs elaborated in collaboration with the different NDC's donors that combine urgently needed funding with sector development initiatives. Its programs work indeed on three tracks: grant-making, sector development and capacity building.

### **1.2 The AJIR Programme**

East Jerusalem's geographic and administrative isolation as well as the economic and social hardships faced by its residents justify supporting their access to essential services, in first place education, infrastructure and economic opportunities. Civil society organizations are an essential component of the solidarity chain in the occupied East Jerusalem.

The AJIR programme, approved in 2020, (Appui à Jérusalem-Est pour son Identité et sa Résilience) is a 100% social link project: it aims at consolidating social cohesion between populations and territories through support to youth and vulnerable communities.

This project is an additional phase of the Support for East Jerusalem's Identity and Resilience (AJIR) programme, approved in 2020, with the same objectives: to improve access to education and services for

the Palestinians of East Jerusalem, particularly the most vulnerable. Twenty projects have been funded under AJIR (8 under the "infrastructure" pillar; 12 under the "access to services" pillar). The scale of the needs, the requests from NGOs providing essential services, the renewed political interest of the Consulate General of France, the quality of the partnership with NGO Development Center and the new ambitions in terms of taking gender into account and the inclusion of very small structures, are all reasons why the AJIR programme has been so successful.

**A maximum of 8 million Euros** has been allocated to financing AJIR+ programme which is structured under the form of calls for proposals addressed to the Palestinian civil society in East Jerusalem. The NGO Development Center has been entrusted by AFD with the management of AJIR+ including the calls for proposals.

**AJIR's primary objective** is to support the resilience of Palestinians in East Jerusalem. This second phase of the Action for East Jerusalem's Identity and Resilience programme (AJIR+), targets the following objectives: (i) improving educational, cultural and youth opportunities, (ii) supporting vulnerable populations, in particular women in their access to essential services, and (iii) civil society capacity building. As cross-cutting issues, gender inequalities and environmental challenges will be addressed throughout these three pillars.

**Pillar I: Large infrastructure investments targeting education, culture and youth**

Designed with the overarching goal of contributing to the full emancipation of Palestinian youth, the first call for proposals aims at providing funding to finance construction or renovation works in order to remove material constraints which prevent the development of quality education and cultural provisions and infrastructures (lack of classrooms, poor premises conditions, etc.).

Five CSOs have been selected under pillar I; the list of selected CSOs is provided in Annex 1

**Pillar II: Service-based initiatives for vulnerable populations**

Designed to meeting the needs of vulnerable populations through fair and equal access to social and local services, Pillar II will be dedicated to providing social and legal services to vulnerable populations in order to improve their living conditions. A strong emphasis will thus be placed on social inclusion and professional integration or reintegration of marginalized populations (women, the elderly, people with disabilities, people exposed to violence, etc.).

It is expected to select about 20- 25 CSOs under Pillar II. The selection will be completed by March 2025.

**Pillar III: Technical Assistance**

Pillar III aims to foster civil society organizations capacity building, thereby strengthening their role in the implementation of new governance models. NDC will provide targeted technical assistance and capacity building to improve the management skills of the selected CSOs and ensure compliance with the Project implementation guidelines and procedures, aiming at improving CSOs governance, accountability and sustainability.

NDC will facilitate peer learning, coordination and collaboration among CSOs operating in the same sector or location, and information sharing and knowledge exchange.

### **1.2.1 Programme Geographic Scope of Intervention**

East Jerusalem: Defined by the 1949 Armistice Line (Green Line), the West Bank Barrier and Jerusalem municipal boundaries, with the inclusion of enclaves that are either:

- Excluded by the West Bank barrier but included within the Jerusalem municipal boundaries: Kufur Aqab, Qalandya Camp, etc.
- Or conversely, enclaves that are outside Jerusalem municipal boundaries but included by the West Bank Barrier: Zaytoun, etc.

### **1.2.2 Visibility and Communication of AJIR+:**

NDC, as the managing organisation of AJIR+ programme, is responsible for leading and implementing visibility and communication-related activities in accordance with the terms of the AFD Visibility and Communication Guide (Level 2) on the following link: <https://www.afd.fr/en/ressources/communication-guide-afd-supported-projects-level-2>

## **2. Objective of the Assignment**

The main objective of this assignment is to produce documentary video (long version: five minute and short version: 1 minute) and to capture high resolution photos of AJIR+ programme's sub-projects (Five subprojects selected under Pillar I (large infrastructure investments) and approximately 20 to 25 subprojects that will be selected under Pillar II (service-based initiatives)). The video and the photos will document main activities and achievements of AJIR+ programme and the selected subprojects, to showcase and impact of the subprojects on the Palestinian resilience within the city of Jerusalem. The consultant should be available to capture videos and photos of AJIR+ main activities that will include: grants implementation agreements (GIAs) signing, workshops, subprojects' inaugurations/completion ceremonies, technical assistance activities, and any other event or activity determined by NDC.

## **3. Scope of Work**

The consultant is required to fulfil the following scope of work:

1. Review existing materials to get acquainted with NDC's work, the AJIR+ Programme and partner CSOs sub-projects. This includes the revision of the AFD Visibility and Communication Guide (Level 2).
2. Production of an outline and draft scripts –of the format of the video, subject to approval of the NDC.
3. Commit to visiting project locations in the field in East Jerusalem and meet with NDC partner CSOs, the AFD, and beneficiaries before, during and after the subproject's implementation.
4. For the infrastructure subprojects, capturing photos/videos from partner CSOs before, during and after the subprojects implementation to showcase improvements before, during and after implementation of projects.
5. Develop a schedule for the organization of filming and logistics.
6. To prepare script and narration for the video.

7. To prepare filming/photography consent form that will be signed by individuals appearing in the video and the photos.
8. To capture HD Photos for the sub-projects (20 photos approved by NDC for each sub-project).
9. To capture video footage as agreed with NDC team and according to the prepared script.
10. To record narration in English and French and prepare background music for the video.
11. To translate the subprojects beneficiaries', voice into English/Arabic/French using subtitles.
12. To conduct interviews in English with the AFD and NDC team and to translate, voice into English/Arabic/French using subtitles.
13. To prepare draft videos and submit it to NDC for final feedback before the deadline of the contract.
14. Narrate and edit raw videos footage and finalize the videos as according to the feedback provided by the NDC team.

#### **4. Deliverables**

The consultant is required to deliver the following:

1. Submission of outline and draft scripts for NDC review and approval.
2. HD Photos for the sub-projects (20 photos approved by NDC for each sub-project).
3. HD photos and videos for major AJIR+ programme's events: grants implementation agreement signing, workshops, subprojects' inaugurations/completion ceremonies, TA activities, and any other event or activity determined by NDC.
4. Submission of final master videos (long version: 5 minutes and short version: 1 minute) on DVD with translation.
5. Electronic copies of the video in AVI and MP4 formats before the deadline.
6. Submission of raw footages captured in the sub-project areas.
7. Signed filming/photography consent forms from all individuals appearing in the video and the photos.
8. Consents forms signed by all individuals appearing in the video and the photos.

#### **5. Level of Effort & Timeframe**

Tentative work schedule: The total working days for this consultancy will be **approximately 35 working** days. Consultant will propose a detailed work plan schedule which will be finalized later with NDC.

#### **6. Selection Process**

During the selection process, the applicant should provide the following:

- A CV detailing past work experience and contact information.
- Examples of videos/other work produced (attaching links to website or video files).

**PLEASE NOTE:** Shortlisted candidates will be invited to NDC's main office in Al-Ram to deliver a 5 to 10 minutes presentation covering the following:

- A proposal that demonstrates how he/she will carry out the project, including creative approach, methodology.
- Detailed budget of major anticipated costs (no more than one page).
- A timeframe for entire process from planning to submission of videos.

**PLEASE NOTE:** Proposed budget is subject to negotiations at the final stage of the selection process.

## **7. Eligibility Criteria**

The consultant should have the following qualifications and competencies:

- At least Bachelor degree in Communication or other relevant studies.
- Proven Experience in producing short films/photography.
- Easy access to Jerusalem.
- Professional audio-visual recording, editing, and media production experience as well as clear understanding of the technical aspects of video making.
- A strong understanding of the Palestinian political context.
- The ability to think outside of the box to document the experiences in a creative, compelling, and unique way.
- Ability and willingness to work under press and tight deadlines.
- Comfortable working under multiple supervisors and manage several ideas, perspectives, and opinions.
- Proven excellent communication skills in both English and Arabic.
- Must be capable of being attentive to political, cultural, and social sensitivities when filming or interviewing participants.
- Previous experience with INGOs or local NGOs is highly desirable.

**Annex 1- List of Approved Subprojects under Pillar I**

#.	CSO	Project Title	Project Duration (months)	Approved Grant Amount (EUR)
1	Al Nayzak Organization for Supportive Education and Scientific Innovation	Construction of the Jerusalem Innovation Park (JIP)- Phase IV	18	1,313,560
2	Saint George's School	Renovation of Saint George's School Facilities in East Jerusalem	18	630,000
3	Young Women's Christian Association YWCA of Jerusalem	Upgrading the YWCA of Jerusalem Premises for increased impact on cultural and educational life in Jerusalem serving women, youth and children.	24	635,000
4	Al-Makassed Islamic Charitable Hospital	Establishment of Al-Makassed Educational Center	16	1,428,670
5	Yabous Cultural Centre	Development and Rehabilitation of facilities of Yabous Cultural Centre	18	665,530