



## Term of Reference

### Consultancy Service for the production of Multimedia Contents for CARE's Gender Equity Network (GEN)

#### 1. Overview

CARE is an international development organization fighting global poverty with a special focus on working with women and girls to bring sustainable changes their communities. CARE aims to tackle the underlying causes of poverty and social injustice and to bring lasting changes to the lives of poor and vulnerable people. Founded in 1945, today CARE works in over 100 countries around the globe and supports approximately 1,500 poverty-fighting development and humanitarian aid projects to reach more than 92 million people directly and 433 million people indirectly.

CARE has been working with Cambodians since 1973, with an office in Phnom Penh since 1991. Today, CARE focuses on empowering particularly marginalized and vulnerable women and girls in Cambodia, including urban women who are marginalized by occupation, rural women who are denied multiple rights, and women and girls from ethnic minorities.

#### 2. Background and objective

*The Gender Equity Network* is a community of practice (CoP) for participating suppliers and vendors/business partners to explore gender equity issues in factories and the community and to exchange their experiences, ideas, best practices, and solutions for integrating gender equity within the supply chain.

GEN is facilitated and implemented by CARE in collaboration with RISE. Currently, GEN, community of practice operates online in three countries, Cambodia, Vietnam, and Indonesia. This initiative is co-created for pre-competitive collaboration among multiple brands and sponsored by Target. GEN members are invited only to selected suppliers and their associated vendors of Target, partner brands, and RISE's members.

GEN's purposes are to:

- **GEN brings together** management-level employees from business partners and suppliers
- **To LEARN and ACT** on gender equity; explore relevant issues within factory policies, practices, and operations; exchange experiences, challenges, solutions.

- **So that they can** apply gender equity knowledge in their everyday work and bring a shared voice to broader discussions across the sector.

### 3. Scope of Work

CARE is looking for **national videographers, freelancers and/or media agency** based in Cambodia, to produce multimedia contents feature members of the GEN network.

The scope of the project included

**Feature content - Testimonial video:** The concept of the video involved members of the GEN network sharing the impacts of the membership and how they have been involved in the network.

- **Duration of the content:** 3 – 3:30 minutes (4minutes would be the maximum).
- **Tone:** Inspired, hopeful and convincing.

**Complementary content – Member profiles :** Three to five GEN members will be selected to be profiled with static photos, brief stories and a quote. Pair high-quality photos with brief stories that highlight key aspects of the **participant’s journey with GEN, their contribution and call to action.**

### 4. Timeline

The timeline for the assignment is from **December to January 2024.**

### 5. Deliverable

The assignment should include:

Deliverable	Expected deadline
Conduct of video shooting at the selected locations. This required traveling to Phnom Penh’s surrounding areas and other provinces included: Kampong Chhnang and Poi Pet (locations are subject to changed).	1 <sup>st</sup> -2 <sup>nd</sup> Week of December 2024
Post-production of video editing	3 <sup>rd</sup> Week of Dec 2024
Delivery of the first, second and final draft of the media product.	3 <sup>rd</sup> - 4 <sup>th</sup> Week of Dec 2024
A testimonial video features reflection, experiences and activities of the GEN members (final product).	Early January 2025
Produce quality photos of GEN members with their stories	1 <sup>st</sup> -4 <sup>th</sup> Week of December 2024

## **6. Qualification**

The ideal applicant is required to have the following qualifications:

- Have a bachelor's degree or currently pursuing in media/communication or relevant fields
- Demonstrable prior experience in videography and/or multimedia.
- Ability to deliver products according to technical requirements and branding guidelines.
- Have considerable experiences with similar assignments in Cambodia. Any portfolios with public or international entities are desired
- Comply with CARE safeguarding policies, procurement rules and regulations.
- Demonstrated effective communication skills.
- Good command of English
- Based in Cambodia and able to conduct field work within the required timeline.

## **7. Proposal Submission**

Applicants should submit their proposals to [KHM.Procurement@care.org](mailto:KHM.Procurement@care.org) by **28th November**. The consultancy application should include:

- Detailed CV listed all members of the team.
- Portfolio of previous works
- A Detailed budget proposal.

## **8. Reporting**

The consultant will work closely with the Senior Communications and Media Officer and CARE Cambodia's Gender Advisor.

## **9. Budget:**

Interested applicants should submit a detailed budget proposal that outlines all expected costs related to the scope of works, including fieldwork, rental equipments, daily rate and any other relevant expenses. The budget should be competitive and justifiable based on the proposed scope of work.