



## **TERMS OF REFERENCE**

### **CONSULTANT TO PRODUCE A VIDEO AND AN ARTICLE ON THE INTERSECTIONALITY OF CARE, AGRICULTURE AND CLIMATE CHANGE, THAT HIGHLIGHTS THE POLICY RECOMMENDATIONS.**

#### **1. About AWAK**

The Association of Women in Agriculture Kenya (AWAK) is a premier, women-led non-profit organization legally registered under Section 10 of the Societies Act, dedicated to the holistic empowerment of small-scale rural women farmers and vulnerable urban populations. While maintaining a robust national footprint across the entirety of Kenya, AWAK strategically operates at the intersection of Food security, Climate Justice and Action, and Women Economic Empowerment, Advocacy-Policy and Partnerships with a bold mandate to transition 5 million women over the next decade from subsistence labor to advanced, climate-smart agribusiness and value-added enterprises. Our mission is to ensure that women and youth are empowered as informed decision-makers and key architects of food security, directly advancing the United Nations Sustainable Development Goals (SDGs) and Kenya's National Agenda. Read more about AWAK from <https://awak-kenya.org/>

#### **2. About Oxfam**

Oxfam is an international confederation of 21 organizations working in over 60 countries worldwide seeking to find lasting solutions to **poverty** and **injustice** around the world. Oxfam is determined to change that world by mobilizing the power of people against poverty. Around the world, Oxfam works to find practical, innovative ways for people to lift themselves out of poverty and thrive. We save lives and help rebuild livelihoods when crisis strikes. And we campaign so that the voices of the poor influence the local and global decisions that affect them. In all we do, Oxfam works with partners, public and private sector institutions alongside vulnerable women and

men to end the injustices that cause poverty. Read more about Oxfam from <https://kenya.oxfam.org/>

### 3. Introduction

Kenya has been experiencing increasingly unpredictable weather patterns because of escalating climate change. The country is among those bearing the brunt of these harsh environmental realities. This situation has worsened conditions in regions that have historically been considered arid and semi-arid. Due to limited and unreliable rainfall, it has become difficult for farmers to predict planting seasons. According to the (2019) Census Report, Kitui County had a population of 1,136,187, with projections indicating a rise to 1,229,790 by 2023. In terms of gender, females and males each account for approximately 49% of the population (City Population). This is a clear indication on the need for gender responsive plans that will ensure the gender parities is addressed while considering on the future generation.

Moreover, the continued increase in population—especially in rural areas—has placed additional pressure on already scarce resources, pushing many families deeper into poverty. According to the Kenya Institute for Public Policy Research and Analysis (KIPPRA), the agriculture sector in Kenya prioritizes food security, access to water, and enhanced agricultural productivity through targeted interventions aimed at improving the livelihoods of local farmers. This underscores the need to ensure gender equality in the agricultural sector.

The Kitui County Integrated Development Plan (CIDP) 2023–2027 outlines a vision for the agricultural sector, focusing on infrastructure and systems development. Key components of the plan include:

Support for Farmers: Initiatives to improve access to drought-resistant crops, better water sources, and strengthened agricultural extension services; Infrastructure Development: Enhancing infrastructure such as water supply and storage to support agricultural productivity; Community Involvement: Promoting active participation of local communities in development projects to ensure inclusive benefits; And, Strategic Focus: Aligning agricultural development with the Bottom-Up Economic Transformation Agenda and the Kenya News Agency's "The Kitui

Promise," emphasizing the role of agriculture and trade in the county's socio-economic development.

However, despite these strategic plans, there is a pressing need for the county to establish a clear approach to gender and care mainstreaming. This would enable greater participation of women in agriculture while simultaneously addressing and reducing their unpaid care workload.

#### **4. Purpose and Objective of the Assignment**

##### **a) Purpose**

The purpose of this assignment is to produce a high-impact audio-visual documentary and narrative series articulating the critical intersectionality between the Agriculture, Unpaid Care and Domestic Work (UCDW), and Climate crisis. This media suite will serve as an advocacy evidence base to demonstrate how climate-induced resource scarcity disproportionately increases the domestic care burden on women farmers in arid and semi-arid areas, urban areas and coastal areas. Crucially, the documentary will provide a comparative analysis of households that have embraced the 4R Framework (Recognize, Reduce, Redistribute, Represent), illustrating how these interventions act as a "Resilience buffer" that protects women's autonomy and agricultural productivity against the shocks of the climate crisis

##### **b) Objectives**

- To Visualize the Agriculture-Climate-Care Nexus: To document how environmental stressors intensify the unpaid care and domestic work load, thereby exacerbating "time poverty" and hindering women's participation in the agricultural value chain.
- To Evidence the "Buffering Effect" of the 4Rs: To specifically showcase case studies of households where the Recognition, Reduction, Redistribution, and Representation of care work have been adopted, demonstrating how these families are better equipped to navigate climate shocks without compromising women's economic agency.

- To Highlight Care as Climate Adaptation: To frame care-responsiveness not merely as a social intervention, but as a critical climate adaptation strategy that allows women the agency to engage in climate-smart agricultural practices and community leadership.
- To Capture Diverse Regional Realities: To produce localized case studies from Nairobi (Urban Informal), Kitui (ASAL), and Mombasa (Coastal) that contrast the "care-burdened" experience with the "care-buffered" success stories.
- To Drive Policy Advocacy for CIDPs: To provide visual and narrative justification for county-level policy actors to mainstream care-responsiveness into agricultural and climate change budgets as a means of building long-term community resilience.

## 5. Task and Deliverables

### a) Scope of Technical and Creative Tasks

The consultant will operate under the direct strategic supervision of the AWAK Communications Team and the Oxfam-Kenya Media and Communications Advisor, with technical support from the Oxfam Gender Justice and Women's Rights team. The primary focus is to produce a fact-based documentary that avoids dramatization in favor of authentic, observational storytelling.

- Contextual Briefing & Inception: Participate in mandatory briefing sessions with the AWAK and Oxfam-Kenya supervision teams to understand and align on the 4R framework, the "Buffered Household" narrative, and safeguarding protocols. The consultant must submit a documentary treatment for approval before field mobilization.
- Directorial Approach: Utilize a "day-in-the-life" observational style to document the lived experiences of women farmers. The focus must remain on unscripted, authentic interactions that demonstrate the recognition, redistribution and reduction of care work and the subsequent impact on agricultural autonomy and effects that the climate crisis has had.
- Case Study Documentation: Conduct in-depth, semi-structured and walk & talk interviews in Nairobi, Kitui, and Mombasa, ensuring the dialogue focuses on their lived experience with the climate-care-agriculture triple intersection.

- Supervised Post-Production: Collaborate closely with the AWAK and Oxfam Media teams during the editing phase. This includes a multi-stage review process (first cut, second cut, and final master) to ensure the messaging aligns with both organizations' advocacy goals.
- Observational B-Roll: Filming must prioritize realistic environmental conditions, capturing unpaid care work, and the density of urban informal settlements, to ground the documentary in fact.

### **b) Key Deliverables**

The consultant shall deliver a comprehensive media package consisting of the following:

1. Three (3) Regional Documentary Featurettes (2.5 Minutes each): Focused on Nairobi, Kitui, and Mombasa. These films must prioritize high-fidelity factual storytelling, showing the real-world "buffering" scenarios.
2. One (1) Advocacy Synthesis Film (3 Minutes): A fast-paced, evidence-based edit consolidating the realities of the interviewees, key policy findings and community transformations for donor and stakeholder engagement.
3. Two (2) Written Human-Interest Features: Journalistic articles (Max 800 words) documenting the "buffered household" stories with a focus on qualitative impact and personal agency.
4. A Professional Archival Gallery: A collection of 30 high-resolution, fact-based photographs. These should avoid "staged" poses, focusing instead on candid moments of agricultural work and domestic care redistribution.
5. The Documentary Rushes & Archive: A physical hard drive containing:
  - All final films in 4K (3840x2160) and Full HD (1920x1080).
  - Full Interview Rushes: Every unedited interview must be delivered as a primary record for AWAK's archives.
  - Participant Documentation: Verified and signed consent forms for every individual appearing on camera.

## **6. Technical Standards for Documentary Broadcast**

- Resolution: 4K UHD (3840 x 2160 px) and Full HD (1920 x 1080 px).
- Mobile Optimization: Vertical 4K (2160 x 3840 px) for social media platforms.
- Codec & Format: H.264 compression in an MP4 container.
- Bitrate: 35–45 Mbps for 4K; 15 Mbps for 1080p.
- Audio: Stereo AAC at 128 kbps (minimum), 48 kHz sample rate.
- Subtitles: Hard-coded English subtitles for all segments and separate SRT files.

## **7. Time - frame**

- This assignment will take a maximum of 21 working days to fully close the contract. You shall dedicate 4-6 days for field filming.

## **8. Eligibility/requirement of Firm/Individual**

- Proven experience in past similar assignment/s
- CV letter or profile demonstrating previous experience in similar assignment.
- Technical and Financial Proposal/Quotation – Max 10 pages

## **9. Reservation and Confidentiality**

- Oxfam reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines.
- In the event of the producer ending the contract before delivering all agreed upon products, a portion of the payments shall be returned to the Oxfam Office.
- The contractor undertakes to maintain confidentiality on all information that is not in the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment.

## **10. Evaluation and selection criteria**

Bids will be evaluated based on a weighted scale totaling 100%, focusing on technical competency, creative approach, and value for money.

### **a) Technical Capacity and Portfolio (40%)**

- Documentary Experience: Proven track record in producing high-quality developmental or social-impact documentaries (not commercial advertisements or music videos).
- Technical Proficiency: Demonstrated ability to deliver in 4K UHD and Vertical 4K formats with professional-grade sound mastering and color grading.
- Relevant Portfolio: Evidence of previous work covering gender-sensitive topics, agriculture, or climate change.
- Equipment List: Adequacy of professional gear (4K cameras, external audio recorders, drone/gimbal for B-roll) to ensure broadcast-quality output.

### **b) Creative Approach and Methodology (30%)**

- Thematic Understanding: Demonstration of a clear understanding of the 4R framework and the intersection between the climate crisis and Unpaid Care and Domestic Work (UCDW).
- Storytelling Vision: Quality of the proposed documentary treatment—focusing on how the consultant plans to capture the "buffering effect" of the 4Rs in households.
- Field Logistics: A clear plan for managing production across the three diverse regions (Nairobi, Kitui, and Mombasa) within the 21-day window.

### **c) Team Composition and Experience (10%)**

- Key Personnel: CVs of the Lead Director, Cinematographer, and Editor showing at least 3 years of experience in documentary filmmaking.
- Language Proficiency: Ability of the field team to communicate effectively in local languages (Swahili, Kamba, etc.) to ensure authentic, unscripted interviews.

#### **d) Financial Proposal (20%)**

- Cost-Effectiveness: A transparent, itemized budget that provides the best value for money without compromising technical standards.
- All-Inclusive Pricing: The proposal must cover all logistics, travel to the three counties, equipment insurance, and post-production costs.

#### **e) Selection Process**

1. Stage 1: Technical Review: Bidders must score at least 70% on the technical/creative sections to proceed.
2. Stage 2: Interview/Presentation: Shortlisted candidates may be invited for a brief virtual presentation of their creative treatment.
3. Stage 3: Reference Check: Verification of past performance.

### **11. Payment**

- The total consultancy fee shall be disbursed in two installments: First Installment (50%): Paid upon signing of the contract and approval of the inception report/work plan to facilitate mobilization and field filming.
- Final Installment (50%): Paid upon successful delivery and approval of the entire comprehensive media package

### **12. Logistics and accommodation**

- The consultant shall bear all the logistics and related costs during the production.

#### **How to apply**

The consultant/s should submit their bid with relevant documents to [awakconsultancy@awak-kenya.org](mailto:awakconsultancy@awak-kenya.org) on or before 20<sup>th</sup> February 2026

