

TERMS OF REFERENCES

Impact, Media and Communication stories of the project

« Promotion de l'accès des filles à un Système Éducatif et de Formation Professionnelle de qualité dans les régions du Sahel, du Nord, de l'Est et du Centre Nord du Burkina Faso (PROMESSE-FP) »

Titre: Photographe/Vidéographe/Specialiste de Media – Local Consultant

Organisation: Aflatoun International, Amsterdam

Lieu: Remote – based in Burkina Faso (*the regions of Sahel, North, East et Center North*)

Date: February 2023

Duration: 22 Months - *between February 2023 and November 2024*

Remuneration: 300 per month

Deadline: N/A

I. The Organisation and Project

Aflatoun International is a non-profit organization, which offers social, financial & entrepreneurship education to children and young people worldwide, empowering them to make a positive change for a more equitable world. Aflatoun creates high-quality curricula for different age groups, which are contextualized to local needs and circumstances, and are implemented by over 300 partner organizations in 101 countries. Aflatoun programmes inspire children to discover their talents and put them to use, to stand up for their rights and those of their communities through active learning and problem solving. They learn how to save, how to budget, and how to set up social and financial enterprises that benefit themselves, their families and their communities. Aflatoun has been recognized globally (Brookings, Harvard, HundrEd, Million Lives Club) for its high-impact, low-cost model, which has shown to be effective in changing behaviors of participants across the globe.

With the financial support of the Embassy of the Kingdom of the Netherlands in Burkina Faso, the consortium Solidar Suisse - Educo - Aflatoun International has initiated the project "Promotion of girls' access to a quality educational and vocational training system in the Sahel, North, East and North Central regions of Burkina Faso (PROMESSE-FP)", the implementation which started on May 1, 2021.

The project aims to improve access for girls and women in the intervention regions to a quality education and vocational training system and to decent incomes through four strategic axes (i) improving the skills of those leaving the education system; (ii) implementing innovative and effective approaches to vocational training; (iii) promoting frameworks for collaboration with the private sector in order to promote access for girls and women to decent incomes; (iv) promoting sexual and reproductive health, including gender-based violence, early marriage, etc., in the context of girls' education. New approaches, including the social and financial education approach, will be developed within the framework of the project to make a real contribution to solving the problems of young people in general and those of young girls and women in particular. This approach will be implemented in post-primary and secondary schools, as well as in informal education and vocational training.

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II. Purpose of Consultancy

As we enter the third year of the project, Aflatoun International intends to document the impact of the PROMESSE-FP project and ensure good communication over the next 2 years, including:

- Coordinating the Media coverage plan and strategy with the project team and research team
- Collecting Media content year-round from the field (i.e. photos/video/case studies)
- Documenting success stories from the field (beneficiaries, workshops, initiatives, staff/facilitators, parents, partners, stakeholder visits, etc.)
- Documenting the project activities and related impacts over the 2 years regularly
- Documenting the case studies agreed upon by the research team (yearly)
- Produce a film to capitalize on good practices in Burkina Faso in 2024

To do this, Aflatoun International will hire a consultant who knows the local context and can navigate through Burkina Faso organizations and institutions. The consultant will be briefed by Aflatoun International with the support of its local partner, CCEB-BF. Activities will take place in Burkina Faso (Sahel, North, East, and North Central), and will be supported by the project partner, CCEB-BF, in-country with remote assistance from Aflatoun International's communications department and the project team.

III. Deliverables :

The activity aims to produce over the next 2 years:

1. 30 annual photos (minimum): photos should document project activities: program implementation, schools and clubs, trainings, entrepreneurial initiatives or advocacy activities, and youth savings activities; To include headshots/portraits and special moments.

Capturing main activities of Project (List them – to be linked to workplan)

(Unedited and raw source files to be shared)

→ Every month (2023, 2024)

2. Article or blog: An article (1 page +/- 500 words) or blog summarizing the recent activities, challenges addressed, and how the project contributes to improving the lives of vulnerable youth, their prospects for building a positive social and financial future, and the perception and impact of the project in their own community. The story will also document the impact of the project on youth financial inclusion, focusing on youth savings and the link between the project and financial institutions.

→ Every 3 months (2023, 2024)

3. Video content & Film: Video content is recorded at least every 2 months to capture the progress of project implementation as well as follow closely the advancement of the beneficiaries as well as the trained staff. You will be expected to follow and report the success stories and case studies of the project (to be coordinated with project manager and research team). One short film is produced at the end of the project to capitalize on the good practices and lessons learned in the Burkina Faso context, as well as documenting the impact of the project had on the participants engaged. The raw content of the film footage needs to be shared with Aflatoun.

→ Film to be finalized by the first quarter of 2024 (March 2024)

4. **Two success story portraits** (one portrait / per year): Each of the stories will focus on the personal success of two girls and one boy who have benefited from the project. The main theme is how empowering youth from a gender perspective benefits the community as a whole. Each of the stories will be approached from four different angles: life and financial skills, employment/entrepreneurship, family and community support, and youth/girl education/role. These additional angles will be assigned to the heroes of the stories based on their relevance to their personal stories. The stories should reflect challenges and signs of progress in alleviating them.

→ Every last quarter of each year (2023, 2024)

IV. Required Skills & Qualifications

- At least 4 years in the field of Media/Audio-Visuals/Photography and Videography/ Documentary writing and/or editing
- Freelance Photographer/Videographer/Video editor/Filmography/Media Specialist (or Journalist)
- Strong people, project and budget management skills, including demonstrable on donor-funded projects.
- Analytical, critical thinking and strong problem-solving skills
- Academic degree in related subject (*preferred*)
- Excellent knowledge of the Burkina Faso context, its challenges, its institutions.
- Excellent communication and teamwork skills.
- French speaking is a requirement - English is an added asset.
- Access to the internet.

V. Reporting and Support

The consultant will communicate with the Aflatoun International as well as coordinate work with local implementing partners, CCEB in Burkina Faso. Final drafts of content must be approved by the Aflatoun International management team before publishing and before final payment is made.

VI. Dissemination and Ownership

Content produced by the consultant will be disseminated primarily by Aflatoun International and other partners within the project consortium (i.e. Solidar, CCEB, Educo, Minbuza). Aflatoun International reserves the right to determine the dissemination plan, including the main distribution channels, the theme and name of the campaign, and the timing of the dissemination of the material and the subsequent campaign.

The content produced by the consultant will be the full property of Aflatoun International for an unlimited period of time.

The content produced during the activities and follow-up will be used in a variety of ways, including

- *As communication material for Aflatoun International to increase the visibility of the PROMESSE project and the organization;*
- *As content for communication and case study reporting;*

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- *As material for the production of a film capitalizing on good practices within the project;*
- *To document the impact of the project to the donor*

VII. Payment Details

Payments will be due as per the approved deliverables and on a timely manner. Payments will be processed within 30 days after the delivery of the content and a detailed invoice. Any bank charges or exchange rate fees will be incurred by the translator and may not be covered from within the fee amount.

Below is the proposed payment schedule:

Payment in <u>April 2023</u> , after submission of:	300 EUR
1. Regular and Event photos (at least 8)	
2. Quarterly short Article/Blog (x1)	
3. Proof of Video content (at least 5 mins)	
Payment in <u>July 2023</u> , after submission of:	300 EUR
1. Regular and Event photos (at least 8)	
2. Quarterly short Article/Blog (x1)	
3. Proof of Video content (at least 5 mins)	
Payment in <u>October 2023</u> , after submission of:	300 EUR
1. Regular and Event photos (at least 8)	
2. Quarterly short Article/Blog (x1)	
3. Proof of Video content (at least 5 mins)	
4. Annual Portrait (2 girls, 1 boy)	
Payment in <u>January 2024</u> , after submission of:	300 EUR
1. Regular and Event photos (at least 8)	
2. Quarterly short Article/Blog (x1)	
3. First Draft of Film (at least 10 mins)	
Payment in <u>April 2024</u> , after submission of:	300 EUR
1. Regular and Event photos (at least 8)	
2. Quarterly short Article/Blog (x1)	
3. Proof of Video content (at least 5 mins)	
Payment in <u>July 2024</u> , after submission of:	300 EUR
1. Regular and Event photos (at least 8)	
2. Quarterly short Article/Blog (x1)	
3. Second Draft of Film (at least 15 mins)	
Payment in <u>November 2024</u> , after submission of:	300 EUR
1. Regular and Event photos (at least 8)	
2. Quarterly short Article/Blog (x1)	
3. FINAL Version of Film (at least 15 mins)	

4. Annual Portrait (2 girls, 1 boy)

Hiring details

The position is for a Consultancy. We offer a dynamic and pleasant multicultural working environment.

Due to the nature of Aflatoun's work with children around the world, specific attention is drawn towards Aflatoun's Child Protection Policy and its Policy on the Protection of Sexual Exploitation and Abuse (**PSEA**). These two policies are required to be signed by consultants and forms part of the consultancy contract. The applicant commits to zero tolerance towards sexual exploitation and abuse. An additional written test may be required.

Reaction

Please apply online at no later than 30/01/2023. If you have any specific, questions on the position please contact the Project Manager, Marta Orozco Mossi, at martaorozco@afatoun.org .