

## TERMS OF REFERENCE

# Production of a 45-minute Documentary film on Farming with Alternative Pollinators (FAP) in English and Arabic

### 1. Background and Purpose of Assignment

Farming with Alternative Pollinators (FAP) is a new low cost and economically self-sustaining approach to protect pollinators (Christmann and Aw-Hassan 2012; Christmann et al. 2017; Christmann 2018). Different to seeding wildflower strips, which require payment of rewards to farmers, FAP increases the net income per surface substantially and thus obviates rewards. The approach is replicable (experiments in Uzbekistan and Morocco) across continents and scalable even to Low Income Countries. FAP can substantially contribute to the combat of global pollinator decline.

FAP compares FAP fields (75% of the area for the main crop, 25% of the field for habitat enhancement including different marketable plants to attract a higher diversity of pollinators and provide shelter against wind, nesting and water support out of local materials), with control fields (100% for the main crop) concerning insect diversity and abundance (pollinators, native enemies and pests) and total net income. FAP enhanced income for various main crops in 4 agro-ecological zones meantime. However, the bottleneck for broad adoption is low knowledge of farmers concerning wild pollinators and pollination. FAP introduction and pollinator protection can be supported by cross-sector policy instruments. The project coordinator will explain this in the documentary as well.

In this context, we want to produce a **Documentary** mainly of trials in Morocco. Researchers and farmers explain farmers enhanced planting instructions, which attract more pollinators and native enemies and highly increase the income per surface. The documentary shows important wild pollinators and both natural nests and nesting support out of local materials. Farmers explain the low costs of this high rewarding approach. Researchers give additional background on the value of pollinators and the pollinator demand of different crops. The documentary also shows agricultural landscapes, which cannot sustain pollinators on long term and options to enhance them. The documentary shall enable also illiterate farmers to contribute to pollinator protection and increase their incomes.

The documentary shall be done separately in two languages, one in High Arabic and one in English. The script will be provided.

It will be disseminated through a number of channels including social media and mass media. Synchronization or subtitles in more languages based on collaboration with external partners is planned.

We are looking for a passionate and tech-savvy Documentary Producer with a gift for finding great stories and telling them exceptionally well. You have strong communication skills and enjoy

researching, writing and producing engaging and creative audio and video content. Your research and interviewing skills, and your instinct for good lines of questioning help you produce polished, feature-length interviews /talks with leading scientists and policy makers.

This assignment involves ongoing contact with scientists, research program management, and partners of the IKI project “Conservation of pollinator diversity for enhanced climate change resilience”.

## 2. Main Deliverables and Key Tasks

Under the supervision of the Project Manager, your key deliverables for this assignment will be:

- 45 min Documentary Films on Farming with Alternative Pollinators (FAP); 3 weeks stay in Morocco is probable during end of May-June, the team will provide short films from other seasons in addition based on the script and prior discussion with you. An additional stay in Morocco to finalize the documentaries in 2 languages face to face with the project coordinator, can be jointly agreed.

Tasks will include:

1. Develop a specific approach and plan of work for producing the documentary in 2 languages, in close consultation with the project manager.
2. Research, edit, record and produce 45 min Documentary Films on Farming with Alternative Pollinators (FAP) in English and High Arabic. Priority locations will be Settat and Sefrou region and maybe a short take in Kenitra. The project manager has a considerable network of contacts on the ground and will help facilitate access to producers in order to cut down pre-production research and production time.
3. Produce out-take pieces from the field work such as: short videos (interviews, shorts), at least 2 blogposts and set of photos from the production that can be used to promote the overall video
4. Work closely with the project manager to suggest concrete ideas for a dissemination campaign and communications package.

## 3. Key deliverables and timeline

### Phase 1 (March - April 2019) – pre-production of documentary films

- Briefing on concept and content of 45 min film with the Project Manager, that includes:
  - Outline of structure and key questions to be explored in the documentary.
  - Research on content, documentary locations and characters to be featured in the Documentary completed.
  - Detailed plan of work with tasks, responsibilities, and deadlines for producing documentary in place.
- Briefing on Branding and Acknowledgment Guidelines by the Project Manager.

### Phase 2 (May – November 2019 – production of documentary and pre-production of podcast series

- Producing film material and first cuts of the film in English for review and comments by the project manager; the film material provided by the FAP team (crops with different flowering times; farmers harvesting) shall be integrated into the documentary by the filmmaker

- 45 min. documentary in English and High Arabic, approved by the Project Manager. Finalization of the English version until 15 October and the Arabic version until 15 November
- Communications and dissemination plan for final publication discussed and agreed with the project manager until end of November

**Phase 3 (November 2019 – December 2019) – post-productions and dissemination of documentary**

- At least 4 small shorts developed based on the b-roll from the production.
- At least 2 Blog stories published in the project website
- High Quality Photo collection published made available

Other deliverables may be proposed by the contracted service provider/freelance journalist, and discussed and agreed with the Project Manager during the course of assignment.

#### **4. Period of implementation**

March 2019 – December 2019

#### **5. Key resources**

- Some articles to be provided by the project manager
- Branding and Acknowledgment Guidelines (ICARDA)

#### **6. Required Qualifications and Experience of Consultant/Service Provider**

- Extensive experience in producing development work related documentaries for international organizations with the aim of reaching both local and international audiences.
- Innovation, a sense of humor and ability to tell science factual character-driven stories
- Experience in working with CGIAR, FAO, IFAD or similar international organizations.
- Experience in interviewing and working with researches
- Knowledge of and experience in dryland regions in developing counties.
- Excellent technical capacities (and state of art equipment) to ensure smooth and high quality production.
- Additional experience in development communication will be an added advantage.

#### **7. Intellectual Property**

All information pertaining to this assignment (documentary, photos, project documents, etc) belonging to the Client, which the service provider firm may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of the Client who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of the Client in line with the national and International Copyright Laws applicable.

#### **8. Submission of an Expression of interest**

Please provide us - **by 15 February 2019** with no more than a 2 page Expression of Interest, which outlines the following:

- Your understanding of the project
- Your creative approach to developing the film and other products
- Examples of work you have done in the past that is relevant
- Budget detailing costs for research, production, editing, etc
- Budget should include all foreseen expenses (e.g. trips to locations, film, equipment, music licences and expenses). The budget should include the cost of an eventual second travel of the filmmaker to Morocco to finalize the documentaries in 2 languages in the end of year 2019. The budget breakdown should be done detailing the cost by expenses natural classifications (e.g. personnel, Travel national, Travel international, Equipment rent, etc.) and organized along the phases mentioned above and specifying unit costs. Lumpsum amounts are not allowed.
- Where you discovered this advertisement (specific job board, reference etc.)

**Please make your queries and submissions via email to:**

Stefanie Christmann  
Senior Scientist, Farming with Alternative Pollinators  
Email: [S.Christmann@cgiar.org](mailto:S.Christmann@cgiar.org)

### **About the Project**

The aim of this project is to conserve pollinator diversity to enhance the climate change resilience in an economically self-sustaining way (without rewards for farmers and sponsored events). For this purpose, it introduces the Farming with Alternative Pollinators (FAP) approach in 7 countries, Morocco is the benchmark country. FAP includes a cross-sector policy mix. The project contributes to six Sustainable Development Goals (SDG 1, 2, 3, 12, 13 and 15).