

MRC-AD/MIS/2024/171

Photography and Video Production Consultant for ERCP Project

Type of Contract	Individual/Firm
Type of Consultancy	National
Contract Period	1 st June 2024- September 30, 2025 (possible extension up till December 2025)
Estimated Starting Date	26 May 2024

Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization established through the Maldivian Red Crescent Law (Law 7/2009). MRC's primary objective is to provide humanitarian aid and prevent and alleviate human suffering. Additionally, MRC'S Strategic Plan is centered around the concept of resilience. MRC's Strategic Plan 2019-2030 advocates for a shift in thinking and practice, recognizing the need for better coherence in the areas of disaster management, climate change, and development work. A key priority for MRC is working towards reducing vulnerabilities and increasing capacity to deal with frequently occurring natural hazards and the impact of natural disasters and climate change risks. This approach aims to increase the effectiveness of MRC's humanitarian role and work in Disaster Risk Management.

In alignment with MRC's Strategic Priority 1: Strengthening Emergency Response, and Priority 3: Facilitate Planning for Resilience, MRC, is currently implementing the project, Enhancing Resilience Planning and Strengthening Community Preparedness (ERCP), in coordination with key stakeholder National Disaster Management Authority (NDMA). The project is supported by United States Agency for International Development Bureau for Humanitarian Assistance (USAID BHA), with the overall goal to enhance and strengthen risk-based resilience planning at island and city levels and strengthen locally led preparedness and mitigation actions through systematic capacity building of existing resources and tools in island communities in the Maldives. The project will support the existing community-based disaster risk management (CBDRM) programs carried out within Maldives led by NDMA.

A key output of the ERCP project will be process documentation and knowledge product development. To support this activity, MRC is seeking the services of a photography and video production consultant to capture the activities carried out to achieve outcome 1 and outcome 2 of the project, as well as MRC's activities to strengthen the community resilience. The consultant is expected to capture photos and videos to develop a series of short videos showcasing preparedness interventions implemented through the project and by NDMA. These photos and videos will be used for communication and dissemination purposes, highlighting the project's contribution to community resilience and to increase awareness of the CBDRM activities by NDMA.

The ERCP project has 2 main outcomes that will be delivered through carrying out the following activities:

Outcome 1: Strengthen technical and operational capacities of local communities in conducting risk-based planning at island and city levels to prepare for and mitigate disaster impacts

- o Development of a [contextualized Enhanced Vulnerability and Capacity Assessment \(EVCA\) toolkit and guidelines for the Maldives](#)
- o Implementation of EVCA + Island Disaster Management Plan Workshops in 10 target island communities (Gdh. Gadhdhoo, M.Kolhufushi, Gn.Fuvamulak, N.Velidhoo, Lh. Kurendhoo, Ha. Utheemu, Th. Guraidhoo, AA. Feridhoo, M.Mulah, R.Alifushi)
- o Hosting of 03 Regional Forums on Disaster Risk Reduction with key stakeholders [North/Central/South]

Outcome 2: Building local community emergency response capacity to sustain and institutionalize preparedness and mitigation efforts at the local/City levels.

- o Establish Community Emergency Response Teams + Provision of First Aid & Psychological First Aid Specialized Trainings in the 10 target islands. communities
- o Emergency Response Trainings

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Objective

The primary objective of this consultancy is to prepare a clear plan and communication strategy, and accordingly create compelling and informative photo and video content that effectively communicates the following:

- Key preparedness interventions implemented by the ERCP project in target islands.
- The impact of these interventions on community preparedness and disaster risk reduction.
- The overall contribution of the ERCP project towards building resilient communities.
- The current CBRRM process in the Maldives

The consultant is expected to capture the necessary photos and videos by engaging with beneficiaries, stakeholders, and staff, as well as utilize existing multimedia provided by MRC as necessary for the development of deliverables. The consultant is expected to travel to the project islands to capture the necessary photos and videos throughout the contract implementation period. The photography and videography consultant will be responsible for the overall development of the videos including scripting, directing, and editing, and postproduction work. The consultant will work with the ERCP project team and NDMA for the development of these outputs.

Specific requirements to be followed throughout the consultancy:

- o The consultant will travel to ERCP's target islands to capture photos and videos during the project implementation.
- o All videos and photos produced must adhere to professional standards in terms of resolution, clarity, and composition.
- o The consultant will record and edit narration/voiceover where necessary, following guidance provided by the relevant MRC focal person.
- o Subtitles will be embedded in all video products for accessibility and wider audience reach. The knowledge products developed should also include sign language.
- o The consultant will balance the audio in the final video products and videos will be converted into formats suitable for various platforms, including TV, radio, and web.
- o All photos and raw footage captured during the project will be handed over to the ERCP Project Team.

Expected deliverables.

The consultant will design and implement a comprehensive public awareness program.

- 1- Development of a workplan and deliverable based schedule of payments (to be mutually agreed by both parties)
- 2- 5 short documentaries capturing the journey of 5 project islands (3-7mins)
- 3- 5 knowledge products (Eg, CBDRM Process in the Maldives, Emergency Drills, Early Warning/Hazard Warning, etc 3-6 mins)
- 4- 5 awareness videos related to MRC's strategic areas of work (2-6 minutes)
- 5- MRC's event coverage - photos, video highlights, testimonials (for the duration of the project. Expected 2-3 events per month)

Reporting Line

The consultant will report to Project Manager - ERCP and work in regular coordination with Project Coordinators of the ERCP Project as well as the Programmes & Services department.

EOI

MRC invites eligible individuals/firms to send their expression of interest. The EOI must include 1 technical proposal and 1 financial proposal.

Interested firms must provide specific information which demonstrates that they are fully qualified to perform the services (background of the firm's technical expertise, description of any similar assignments undertaken, experience in similar conditions, availability of appropriate skills among staff, value of those services, etc.). The firm shall be selected based on the qualifications and experience, as well as based on the financial proposal.

Experience

- At least 2 years of experience working on similar projects.
- Previous work with MRC or NGO experience in a similar role is highly desirable.
- Fluency in English and Dhivehi.
- Experience developing compelling content to generate response from audiences online.
- Feasibility and quality of technical proposal.

Deadline for Completion and Payment

The consultant will be paid based on the completion of the deliverables specified above according to the payment schedule agreed.

Code of conduct

During the term of consultancy, the MRC Code of Conduct must be signed and thoroughly followed by the consultant.

Evaluation Criteria

The consultant will be hired based on the following criteria:

Details	
Education	10%
Portfolio and Experience	35%
Technical Proposal	35%
Financial Proposal	20
Total	100%

Application

All interested parties should email their expression of interest to vacancies@redcrescent.org.mv before 2.00 pm on **Monday, May 20, 2024**, along with the following documentation:

- Letter of Expression of Interest (EOI)
- National ID / company registration (as applicable)
- Detailed Curriculum Vitae / Company Profile [including CV of Team Members]
- Technical Proposal
- Financial Proposal
- Copies of Accredited certificates including transcripts
- Letters of work experience
- Portfolio/examples of similar assignments that you have undertaken.