



TERMS OF REFERENCE (ToR) FOR PRODUCTION OF A DOCUMENTARY FOR OUTCOME HARVESTING UNDER THE GREEN CHAMPIONS FOR CHANGE PROJECT

Reference: (CRAWN/AMWA-AMWADOC0624)

Project Title: Akina Mama wa Afrika (AMwA)

1. Background of CRAWN Trust

The Community Advocacy and Awareness Trust (CRAWN Trust) is a national non-profit organization that works to empower citizens through information, education, and mobilization to claim their rights and responsibilities. CRAWN Trust works to eliminate gender-based discrimination and promote inclusive development. Its mission is to foster values-led leadership and governance that champions the full enjoyment of social, economic, and political rights. CRAWN Trust believes that transformative change is achievable through an informed and empowered citizenry driving equity, justice, inclusivity, and sustainability.

2. About the Voices for Climate Action (VCA) Project

CRAWN Trust is implementing the Green Champions for Change (GCC) Project, a regional initiative funded by Akina Mama wa Afrika (AMwA). The project aims to ensure the meaningful participation of women and other marginalized groups in climate governance processes, with the goal of influencing climate-related decisions at both local and national levels through feminist, rights-based, and intersectional approaches.

The Green Champions for Change project strengthens the capacity, leadership, and agency of African women and girls to engage in and lead climate justice efforts. It builds on ongoing climate action work by identifying, training, and supporting grassroots women-led movements and green champions to actively participate in climate decision-making spaces. The project also promotes the documentation and use of gender-responsive and eco-friendly climate solutions, ensuring they are reflected in policy, practice, and budgetary allocations.

Climate change threatens the full realization of human rights including the rights to life, water, food, health, housing, culture, and sustainable development. It disrupts ecosystems, accelerates species extinction, and leads to resource depletion and increased human-wildlife conflict. Addressing these complex challenges requires urgent, sustained, and inclusive action that centre's the voices and experiences of those most affected — particularly women and marginalized communities.



Through this project, CRAWN Trust supports the development of grassroots advocacy networks and green champions who are actively pushing for gender-responsive climate action, integrating feminist principles in environmental governance, and amplifying the voice and influence of women and girls in climate-related dialogues and decision-making processes. The project contributes to feminist climate justice by scaling community-led solutions, advocating for transformative climate policies, and ensuring public resources are equitably allocated toward climate resilience.

3. Purpose of the Documentary

As part of Outcome Harvesting for the GCC project, CRAWN Trust seeks to document the most significant changes, outcomes, and transformative stories experienced by the beneficiaries, particularly the Green Champions, CSO partners, and local duty bearers. The documentary will serve as an advocacy, learning, and communication tool, showcasing the impact of feminist climate justice approaches and amplifying the voices of women and girls at the grassroots level.

4. Objectives of the Consultancy

The objective is to engage a creative firm or consultant to conceptualize, shoot, edit, and produce a 30–45-minute professional documentary that captures:

- The stories of transformation from selected Green Champions and communities.
- Key milestones and achievements of the project.
- Outcomes and lessons learned from the advocacy and capacity-building processes.
- Testimonials from beneficiaries, community leaders, partners, and project staff.
- Recommendations and calls to action for policymakers and stakeholders.

5. Scope of Work

The selected consultant/firm will:

1. Participate in an inception meeting with CRAWN Trust to understand the project, its objectives, and expectations.
2. Review relevant project documents including reports, outcomes harvested, and impact stories.
3. Develop a concept, storyboard, and shooting script in consultation with the CRAWN team.
4. Identify and conduct field visits to Nairobi, Kwale, and Isiolo (or other project locations as guided).
5. Capture footage and interviews with selected Green Champions, project staff, CSOs, community leaders, and government representatives.



6. Produce a high-quality 30–45-minute documentary, with versions in English and Swahili (subtitled).
7. Deliver a 2–3-minute teaser/trailer version for social media use.
8. Ensure all content is ethically collected and consent forms are signed by all participants.
9. Participate in review meetings to incorporate feedback and finalize the outputs.

6. Deliverables

- Inception report and storyboard
- Script and shooting schedule
- Raw footage (b-roll and interviews)
- Final edited documentary (30- 45 minutes) – English and Swahili versions
- Short version (2–3 minutes teaser/trailer)
- Consent forms and high-resolution photos of the process
- 3–5 short testimonial clips (1-minute each) for social media advocacy

7. Duration and Timeline

The assignment will take place over a period of 30 working days, from the date of contracting, including pre-production, filming, post-production, and approval of final outputs.

8. Required Qualifications and Experience

- Proven experience in producing professional documentaries for social impact projects (provide samples).
- Strong technical expertise in videography, editing, storytelling, and creative direction.
- Familiarity with gender, feminist, or climate justice issues is an added advantage.
- Capacity to work with diverse communities, and fluency in English and Swahili.
- Equipment for high-resolution filming and drone footage (optional but preferred).

9. Application Process: Expression of Interest (EOI)

Interested individuals/firms should submit an Expression of Interest (EOI) (maximum 3 pages), including:

1. A capability statement detailing understanding of the assignment and approach to execution.
2. Financial proposal including all costs (filming, editing, travel, etc.) and applicable taxes.
3. Proposed work plan with clear timelines (Grant chart).



4. Profile/CV of the lead consultant and key team members.
5. Links or attachments of past similar work (at least two samples).
6. Contact information of at least two recent clients who can provide references.

Submission Instructions

Send your complete EOI (compiled in a single zipped folder) to:

procurement@crawntrust.org

Deadline: COB 27th May 2025

**Subject Line: EOI – DOCUMENTARY PRODUCTION FOR OUTCOME HARVESTING:
GREEN CHAMPIONS FOR CHANGE PROJECT | REF: CRAWN/AMWA-GCCDOC0624**

Note: Women and persons with disabilities are highly encouraged to apply. Only shortlisted candidates will be contacted.