

Terms of Reference (TOR)

Vi Agroforestry Documentary Film Production 2026 TOR

1. Background

Vi Agroforestry is a Swedish development organization with over 40 years of experience supporting smallholder farmers in East Africa to improve livelihoods, resilience, and sustainability through agroforestry. Working across Kenya, Uganda, and Tanzania, Vi Agroforestry implements integrated programmes on climate resilience, food and nutrition security, sustainable land use, gender equality, youth inclusion, and policy influence.

For over four decades, Vi Agroforestry has built a rich archive of video, photographic, and written material documenting its journey, impact, and partnerships. It is with this background that Vi Agroforestry seeks to engage a qualified filmmaker or production team to develop a short documentary that captures the organisation's impact, evolution, and future direction. The documentary will combine archival footage, new visuals, and interviews to produce a compelling and concise narrative for use in donor engagement, organisational visibility, and external communication.

This assignment will produce a concise documentary that blends archival material with new footage and interviews to communicate Vi Agroforestry's evolution, impact, and future direction.

2. Purpose

To produce a high-quality short documentary that captures Vi Agroforestry's legacy, current work, and future vision through a clear, human-centered story.

The film should prioritize narrative coherence and representative examples rather than an exhaustive catalogue of all activities.

Vi Agroforestry

Postal Address: Vi Agroforestry, P.O Box 2197-00606 SARIT CENTRE, 00100 Nairobi, Kenya
Visiting Address: Ikigai, Westlands, Peponi Road

Phone: +254768 765 948
Web: www.viagroforestry.org

3. Primary Audiences and Use

The documentary and cut downs will be used for: donor and partner engagement, events and presentations, organisational visibility and advocacy, and digital platforms (website and social media).

4. Objectives

Showcase Vi Agroforestry's journey and contribution over the last four decades.

Highlight selected programmes, projects, and initiatives across the region through representative examples.

Feature credible voices from farmers, partners, staff, and leadership.

Demonstrate impact at household, landscape, and enabling environment (policy/advocacy) levels.

Deliver platform-ready assets that can be re-used across communication needs during 2026 and beyond.

5. Scope of Work

The filmmaker/production team will be responsible for a streamlined production process aligned with available resources.

The assignment will focus on:

- Developing a concise and focused narrative highlighting Vi Agroforestry's legacy, selected programme examples, and future direction
- Selective integration of archival footage that is readily accessible and relevant
- Filming in a limited number of agreed locations (to be prioritised based on impact and feasibility)
- Conducting a focused set of interviews with key stakeholders (to be agreed with Vi Agroforestry)
- Producing high-quality visuals and interviews that can be reused across outputs

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- The approach should prioritise **efficiency, strong storytelling, and quality over volume of content.**
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6. Expected Outputs

1. **One main documentary film.** Duration: **5–8 minutes:** Clear, engaging, and suitable for events, donors, and digital platforms
2. **Short video cut-downs : 2 short videos** (30–60 seconds each) Derived from the main documentary for social media use
3. **Photography:** A curated set of **high-quality photographs captured during filming:** 150 images; emphasis on quality and usability across communication needs
4. **Raw footage:** All usable raw footage and key assets to be provided to Vi Agroforestry

7. Format and Technical Requirements (Minimum)

- Deliver final videos as high-quality MP4 (H.264 or equivalent) suitable for web and presentations.
- Provide a master version (16:9) and social-friendly versions/crops for the short cut-downs.
- Include subtitles in English where required such as where a local language and Swahili have been used and ensure audio is clear and balanced.

8. Timeline

The assignment is expected to be completed within an estimated timeframe of **two to three months** from the commencement date. Bidders are, however, encouraged to propose a realistic and efficient production timeline based on their technical approach.

The assignment will commence upon contract signing. A detailed schedule will be agreed upon at inception.

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9. Roles and Responsibilities

Vi Agroforestry will:

- Provide access to available archival materials and relevant background documents.
- Identify and facilitate access to interviewees and locations, including introductions where needed.
- Consolidate feedback and provide approvals through the designated focal point.

The filmmaker/production team will:

- Plan and execute production and post-production, including logistics and equipment.
- Obtain informed consent for filming/interviews and uphold safeguarding and dignity principles.
- Ensure all third-party assets used are properly licensed for Vi Agroforestry use.

10. Ownership and Usage Rights

All deliverables produced under this TOR, including final edits, raw footage, photographs, and associated project files, will be the property of Vi Agroforestry. The filmmaker may only use the material for portfolio purposes with prior written consent from Vi Agroforestry.

11. Required Qualifications and Experience

- Demonstrated experience producing documentaries or short films for development, environment, or social impact contexts.
- Strong storytelling capability with evidence of high-quality cinematography and editing.
- Experience working with archival footage and integrating it into a coherent narrative.
- Ability to deliver within agreed timelines and coordinate efficiently with multiple stakeholders.
- Experience working in East Africa or similar contexts is an advantage.

12. Application Requirements

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- Brief technical proposal outlining understanding of the assignment and proposed approach. The technical proposal should also include:
- Links to 2–3 relevant work samples (documentaries or short films).
- Proposed production plan and timeline (not going beyond 15 November 2026).
- CV(s) of key personnel and description of their roles in production.
- Financial proposal .

13. Financial Proposal and Budget Considerations

The financial proposal should include a clear and itemized breakdown of all costs associated with the assignment, including professional fees, production and any other related expenses.

Vi Agroforestry operates within a defined budget ceiling for this assignment, and proposals are therefore expected to reflect a focused, cost-effective, and realistic approach aligned with the scope and deliverables outlined in this TOR.

While the exact budget will be finalized through the procurement process, the assignment is expected to fall within a moderate budget range, not exceeding approximately **KES 570,000**.

- Logistical arrangements related to fieldwork (including travel, accommodation, and coordination) will be managed separately and are therefore **not expected to be included in the financial proposal for this assignment**.

Bidders are encouraged to optimise their technical approach to deliver high-quality outputs within this indicative ceiling.

13. Evaluation Criteria

- Quality and relevance of previous work samples.
- Strength and feasibility of the proposed storytelling approach and production plan.
- Understanding of Vi Agroforestry’s mandate, values, and safeguarding commitments.
- Value for money.

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Annex: Optional Questions for Bidders

- How will you balance a 40+ year organizational history with current programmes in a short film format?
- What approach will you use to integrate archival footage with newly filmed material?
- How will you ensure the documentary is engaging for both donors and public audiences?
- What is your experience working in rural/community contexts similar to Vi Agroforestry's operations?
- **How to Apply**
- Qualified consultants (or firms) are invited to submit:
 - Technical proposal outlining the approach to the assignment
 - Financial proposal including total cost and cost breakdown
 - Proposed timeline for delivery
 - CV(s) and/or relevant experience, including examples of similar assignments
- Send an email to: **procurement.roea@viagroforestry.org** by deadline of **Tuesday 7th July 2026**

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