



## Indigenous Livelihoods Enhancement Partners (ILEPA)

P.O BOX 1088 -20500 ILEPA Offices, Narok, Kenya

Email: [info@ilepa-kenya.org](mailto:info@ilepa-kenya.org) | Website: [www.ilepa-kenya.org](http://www.ilepa-kenya.org)

### [Terms of Reference \(TOR\) for Videography and Photography Services](#)

#### **Project Title: Pastoralists' Enhanced Livelihoods, Knowledge, and Advocacy Project - PELKAP**

**Name of Project:** Pastoralists' Enhanced Livelihoods, Knowledge, and Advocacy Project (PELKAP) supported by Home Planet Fund under The Community Land Rights and Finance Conservation Initiative (CLARIFI) of Rights and Resources Institute (RRI)

**Project Objective:** Enhancing resilience of pastoral livelihoods through strengthened access to livestock feeds, mobility, support services and markets, responsive policy environment, knowledge generation and uptake and stakeholders' coordination focused on 4 Wards within Narok county, Kenya and across scales.

#### **Project Assignment:**

Indigenous Livelihoods Enhancement Partners (ILEPA) seeks to document the collection, preparation, and development of the Maasai indigenous food practices and the upcoming food festival. This documentation will include photography, videography, and the development of a comprehensive documentary to showcase these traditional practices, knowledge transfer and celebrate the cultural heritage.

#### **1. Background Information**

The Pastoralists' Enhanced Livelihoods, Knowledge, and Advocacy Project (PELKAP) is an ILEPA initiative funded under the Community Land Rights and Conservation Finance Initiative (CLARIFI) of the Rights and Resources initiative. Funding for the projects is a grant from the Home Planet Fund (HPF), which is committed to supporting pastoralist communities to sustainably continue their way of life.

The project aims to enhance the resilience of pastoral livelihoods in Narok County by strengthening access to fodder, negotiated mobility, enhanced livestock sector support services, and markets, as well as fostering a responsive policy environment and promoting knowledge generation and uptake.

Narok County's main economic activities include pastoralism, crop farming, conservation and tourism enterprise and trade, spread across the three main agro-ecological zones, namely Mau highlands, southern rangelands/mara grasslands and the Transmara Midlands.

Maasai Mara ecosystem forms a significant portion of the focus area, spurning an area of 6,650 km<sup>2</sup> with the adjoining former community ranches contributing a significant area of about 4,500 sq. Kms, (the Maasai Mara Game Reserve (MMGR) the remaining 1,510 Sq. km). The former group ranches held by pastoralists Maasai community members constitute the wildlife dispersal areas that

serves as the lifeline and backbone of the MMGR, and the conservation agenda and the tourism enterprise associated to it. Evidence abounds to the effect that over 75% of wildlife exists outside of designated protected areas. These are historically predominant pastoral landscapes.

The county boasts of a huge livestock population with desirable adaptation genes, coupled with the rich indigenous livestock management skills and knowledge. The types of livestock kept in the County comprise of cattle, sheep and goats, poultry, and bees

Negotiating the delicate balance of a Pastoralism and Conservation nexus: Community-based conservancy has emerged as a critical and expanding land use option within the Maasai Mara ecosystem in Narok County and across the entire pastoral landscape in Kenya. At least 24 wildlife conservancies have so far been established within former group ranches within the Maasai Mara ecosystem under the Maasai Mara Wildlife Conservancies Association (MMWCA).

The conservancy models are diverse with respect to governance, size, land tenure arrangement, infrastructure, benefit sharing, among other factors. Evidently, the influence of conservancies in scale and impacts on local pastoralists' landscapes, livelihoods, cultural heritage, and overall biodiversity conservation, is growing with tensions building on opportunity costs for pastoralists whose land is signed up for conservancies in addition to the latest inclusion of Carbon credits and associated markets into the fray. Community based conservancy is an extension of land under regulated conservation from the Maasai Mara Game Reserve which is the ancestral home of Maasai pastoralist community roughly.

Community Based conservancy are increasingly becoming powerful environmental conservation arrangements, within pastoral areas in the County. The 22 Conservancies associated to MMWCA cover about 16,000 KM2 with several conservancies within the landscape.

The Study will seek to unpack the narratives that community-based conservancy as a land use system is a win-win arrangement and not a competing land-use for pastoralism - are conservancies grass banks for livestock, which actors have effective access, control and voice. What is the value of community conservation

## **1.1 About the organization**

Indigenous Livelihoods Enhancement Partners (ILEPA) is a non-for-profit community-based Indigenous Peoples organization (IPO) for human rights and governance, environment and local level development registered in Kenya. The organization serves amongst the Indigenous Peoples in Kenya with a focus on pastoral communities in the southern landscape.

## **2. Objectives and Scope of the Assignment**

- The objective of this assignment is to document the process of collection of indigenous fruits and some herbs.
- To document the process of slaughtering a pastoral animal done by the experts.
- To capture the indigenous elders, transfer of knowledge, in explanation to the process considered in the documentation above.
- To produce high-quality photos, videos and documentary that capture the essence and significance of indigenous food practices and the associated event.

- Provision of translated subtitles from Maasai to English of the videos and documentary is highly considered.

### 3. The Scope of Work

The firm/ personnel will be responsible for the following tasks:

#### 1. Pre-production Planning

- Collaborate with the Program Manager to understand the requirements and objectives.
- Develop a detailed work plan and schedule for the documentation process.
- Conduct site visits with elders and Project Coordinators to identify key locations and subjects for filming and photography.

#### 2. Photography

- Capture high-resolution images of the collection of indigenous fruits, the slaughter of animals, the preparation of food products, and the associated event.
- Ensure all images are edited and delivered in digital format suitable for print and online use.

#### 3. Videography

- Record high-definition video footage of the entire process, from the collection of raw materials to the associate event.
- Conduct interviews with key participants and stakeholders to provide context and narrative for the documentary.

#### 4. Documentary Production

- Develop a script and storyboard for the documentary in collaboration with the Programs Manager and Director.
- Edit and produce a documentary film that weaves together the various elements of the indigenous food practices and the associate event.
- Ensure the final documentary is of broadcast quality and suitable for distribution on multiple platforms.

### 4. Methodology

- The firm/ personnel will develop a draft script and storyboard (that will be reviewed by ILEPA) during an inception phase.
- The firm/personnel should develop a methodology in consideration of the information outlined in the ToRs to ensure accuracy and rigor.

### 5. Tasks, Responsibilities, and Deliverables

The firm/personnel will be responsible for and is expected to deliver the following:

1. High-resolution photos (minimum of 300 edited images).
2. High-definition video footage (minimum of 20 hours of raw footage).

3. A documentary film.
4. Edited interviews with key participants.

## 6. Qualifications and expertise required.

ILEPA is looking for firm/personnel with the following minimum qualifications:

- Experience skills: Proven experience in professional photography and videography
- Demonstrated experience in producing documentary films.
- Excellent editing skills and proficiency in relevant software.
- Ability to work in diverse and remote locations.
- Strong communication and collaboration skills.

Professional experience:

- Should have at least 5 years of proven and well-documented portfolio to showcase.
- Expert in the creation and delivery of a documentary (on indigenous affairs is an added advantage)
- Excellent communication/writing and facilitation skills (English, Maasai [added advantage])
- Understanding of the context/ situation and stakeholders in Narok County and Southern rangelands
- Commitment to the said work is required (on a need basis)
- Strong capacity and experience in planning and organizing storyboards and script
- Demonstrated ability to work in a multi-cultural environment

### 6.1 Mandatory Compliance Evaluation

The Firm(s)/ Personnel(s) will be subjected to Mandatory Compliance Evaluation, and should submit the below:

- Legal status recognized by the Government of the republic of Kenya
- KRA Certificate and eTIMS Registration
- KRA Compliance Certificate
- Company Registration Certificate (for Firm(s))
- Certificate of Good Conduct (for firms, Director Certificate is advised)

## 7. Timeline

- The Scope of Work is expected to be conducted over a period of 6 months. The date of commencement will be communicated.
- The final deliverables will be discussed and communicated during the agreement.

## 8. Budget and Mode of Payment

The budget for the Scope of Work should cover all expenses related to personnel, the cost of photography and videography, editing and delivery.

The Mode of Payment is not linear, firm/ personnel should provide a daily fee allocable to cover all expenses related to personnel, transportation, the cost of photography and videography, editing and delivery. This is in consideration of the days of engagement, which will be informed by the Project Activities. This will be communicated by ILEPA.

The Scope of Work fees will be subject to a 5% withholding tax.

## 9. Proposals evaluation criteria

The technical and financial proposals will be evaluated according to the following criteria;

- a) Profile of the firm/personnel in relation to the task (5%)
- b) Composition and skillsets of the photography and videography team (10%)
- c) Photography and Videography Equipment (15%)
- d) Interpretation and understanding of the TOR (5%)
- e) Technical and financial proposal (50%)
- f) Evidence of demonstrated relevance experience and skills with contactable references (portfolio inclusion) (15%)

## 10. Ethical Considerations, Confidentiality and Proprietary Interests

- All data collected during the Scope of Work should be treated with the utmost confidentiality and used solely for the purposes outlined in this TOR.
- Ethical considerations, including informed consent and protection of participants' rights, should be adhered to throughout the documentation process.
- Adhere to high standards of photography and videography ethics and integrity throughout the documentation process.

## 11. Copyrights and Intellectual Property

- All photographs, videos and documentary data taken through the scoping of work explained in this TOR will be the property of the Indigenous Livelihoods Enhancement Partners (ILEPA)
- All copyrights belong to the Indigenous Livelihoods Enhancement Partners (ILEPA)

## 12. Amendments

- Any proposed amendments to this TOR shall be communicated and approved by the ILEPA Project Steering Committee.

## 13. Mode of application

- Firms or Personnel who meet or exceed the requirements should submit their technical and financial proposal to [procurement@ilepa-kenya.org](mailto:procurement@ilepa-kenya.org) not later than 26th August 2024; on or before 5:00 pm. Any application submitted after the set deadline will not be considered.

Submission should include the following:

- i. A capability statement, including demonstrated ability to execute the assignment
- ii. Updated curriculum vitae of the team; clearly spells out qualifications and experiences aligned to the tasks.
- iii. Commitment that the firm/personnel will be entirely engaged if consultancy is awarded.
- iv. Attach work sample (portfolio, documentary, videos, photos) from at least two recent organizations where the services of the consultant/ team or firm have been utilized.

#### 14. Approval Authority:

This TOR is approved by:

**Director/ Program Manager**

**12th August 2024**