

STRATEGIES FOR NORTHERN DEVELOPMENT (SND) – KENYA

RE-ADVERTISEMENT TERMS OF REFERENCE (TOR)

Production of a documentary for “Building Foundation for Ending Child Exploitation (Harmful Traditional Practices, Child Trafficking, and Unsafe Migration of Children) in Pastoral Communities of Marsabit County, Northern Kenya” Project.

Marsabit Office: Harry Thuku Lane, Off Marsabit General Hospital Road, Behind Catholic Church

– Marsabit

Moyale Office: Off Wildlife Road, Adjacent to Kenya National Library – Moyale

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Reference: SND-BMZ/DOCUMENTARY/2025-01

Closing Date: 02nd September 2025



1. Background

Strategies for Northern Development (SND) is a local non-governmental organization working with nomadic pastoralist communities in Northern Kenya and Southern Ethiopia. Established in 2007, SND's vision is to see pastoralist communities resilient and living dignified lives, and its mission is to empower and transform them to be self-reliant.

With funding from the Federal Ministry for Economic Cooperation and Development (BMZ) through Terre des Hommes Germany, SND has been implementing the *Child Protection through Capacity Building, Transformation of Social Norms, and Strengthening of Protection Mechanisms in Northern Kenya* project across Marsabit County and the Kenya–Ethiopia borderlands.

During Phase 1, the project achieved transformative results:

- Rescued and supported survivors of harmful traditional practices (HTPs), human trafficking, and unsafe migration.
- Established functional cross-border referral systems between Kenya and Ethiopia.
- Empowered communities through Child Rights Clubs, alternative rites of passage, vocational training, and livelihoods support.
- Conducted landmark research shaping national and regional child protection strategies.

As Phase 1 concludes, SND is mobilizing resources for **Phase 2**, a scale-up that will deepen system integration, expand geographic coverage, and extend proven interventions to more high-risk border regions. To support this transition, SND seeks to produce a **high-quality documentary** that captures the human stories and systemic changes of Phase 1 while powerfully communicating the vision and urgency of Phase 2.

2. Purpose of the Assignment

The documentary will:

1. Document and celebrate Phase 1 achievements, blending human impact stories with systemic change outcomes.
2. Demonstrate sustainability and scalability, showcasing models ready for replication in Phase 2.
3. Serve as a compelling advocacy tool for donors, government agencies, and global child protection actors.



4. Amplify survivor and community voices to inspire continued action against HTPs, trafficking, and unsafe migration.
5. Align with global child protection priorities and the SDGs (especially SDGs 5, 8, and 16).

3. Scope of Work

The selected consultant/production team will carry out the assignment in three stages:

A. Pre-Production

- Review Phase 1 reports, success stories, research findings, and the Phase 2 concept note.
- Co-develop a storyboard linking Phase 1 success to Phase 2 ambitions.
- Identify filming sites and interview subjects (survivors, community protectors, judiciary, teachers, youth leaders).
- Obtain necessary filming permissions and informed consents.

B. Production

- Capture high-quality, culturally authentic footage from across Marsabit County and Moyale border points, including:
 - Survivor testimonies (with identity protection as needed).
 - School-based and court-based child protection initiatives.
 - Cross-border child protection working group meetings.
 - Public participation events (e.g., festivals, national celebrations).
 - Livelihood projects and vocational training activities.
- Use visuals that authentically portray the ASAL landscape, traditions, and evolving social norms.
- Ensure all filming with minors and survivors adheres to ethical safeguarding standards.

C. Post-Production

- Produce:



- **One 7–10 minute documentary** blending Phase 1 narrative with Phase 2 vision.
 - **One 2–3 minute advocacy short** for donors and social media use.
 - Integrate motion graphics, infographics, and before-and-after visuals.
 - Add English subtitles (and optionally Kiswahili/Borana).
 - Deliver raw footage and 30 edited high-resolution photographs.
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4. Key Messages

The documentary should clearly communicate:

- **What was achieved** in Phase 1, human stories and systemic impact.
 - **Why Phase 2 matters**, risks of reversing progress without sustained action.
 - **What scaling up will achieve**, projected beneficiaries, policy reforms, and strengthened cross-border systems.
 - **Global relevance**, contribution to ending exploitation in line with the 2025 World Day Against Trafficking theme: *“Human Trafficking is Organized Crime – End the Exploitation.”*
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5. Expected Deliverables

- Approved final script/storyboard.
 - One 7–10 minute documentary.
 - One 2–3 minute short advocacy video.
 - 30 edited high-resolution photographs.
 - All raw footage and audio files.
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6. Qualifications of the Consultant/Team

- Proven track record in producing development and humanitarian documentaries.
- Demonstrated experience in child safeguarding and ethical storytelling.



- Ability to visually capture ASAL cultural authenticity.
 - Experience filming in remote and cross-border environments.
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7. Ethical Considerations

- Obtain informed consent for all participants.
 - Protect survivor identities through pseudonyms and visual discretion where necessary.
 - Comply with SND's Child Safeguarding Policy.
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8. Submission Requirements

Bidders must attach:

1. Business Registration Certificate or Certificate of Incorporation.
 2. CR12.
 3. Valid Business Permit.
 4. PIN and KRA Compliance Certificate.
 5. A stamped BOQ.
 6. Proof of similar assignments completed.
 7. Work plan (timeframe in days to complete the task).
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9. Submission Instructions

Quotations should be submitted **via email** to: procurement@sndafrica.org or **hand-delivered** to any SND office in Moyale or Marsabit.

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Deadline: On or before COB 02nd September 2025

