

Terms of Reference (ToR)

Consultant for Produce Visual Storytelling for Five-Year Impact and Develop IEC materials for Country Strategy Launch and Socialization

I. Introduction

Plan International is one of the world's largest international non-governmental organizations (INGOs), working in over 80 countries to advance children's rights and equality for girls. With more than 85 years of experience, we are committed to making a lasting impact on the lives of the most vulnerable and excluded children, while promoting gender equality and upholding children's rights.

Plan International has been operating in Timor-Leste since 2001, working alongside children, young people, and communities to promote the rights of all children and to provide practical support to help them realize their rights to early childhood education, water, sanitation and hygiene (WASH), child protection, youth employment, participation, disaster risk management, and gender equality. In Timor-Leste, Plan International has two Program Units located in Aileu and Ainaro municipalities. In addition to these core areas, we also implement activities in other municipalities through partnerships and specific projects.

Plan International Timor-Leste's current Country Strategy (CS-3), covering FY2019 to FY2024, outlines our ambition that excluded boys, girls, young women and men aged 10–14 and 15–24 become empowered economically, are able to participate in local-level decision-making, strengthen their confidence, and take informed decisions about their sexual and reproductive health. This strategy aligns with Plan International's global vision to become a leading child rights organization in the country—one that promotes gender equality with specific expertise in advancing the situation and position of girls and young women.

This is in line with the Sustainable Development Goals (SDGs) prioritized by the Government of Timor-Leste—particularly SDG 2 (Zero Hunger), SDG 3 (Good Health and Wellbeing), SDG 6 (Clean Water and Sanitation), and SDG 5 (Gender Equality).

An in-depth analysis highlights that despite recent progress, poverty remains widespread—especially in remote and isolated areas, where many families live below the poverty line. Climate change continues to exacerbate this situation through rising temperatures, droughts (linked to El Niño), shorter rainy seasons, and more intense but less frequent rainfall, leading to floods and soil erosion. Timor-Leste also faces one of the highest child stunting rates in Asia, affecting over 47% of young children. Gender inequality is deeply rooted and manifests in various ways, including gender-based violence, limited participation of women and girls in local governance, and barriers to making decisions regarding their sexual and reproductive health and rights (SRHR). The country consistently ranks low in global gender equality indices.

Plan International Timor-Leste's CS-3 focuses on three core organizational objectives:

1. Timorese youth, especially girls, young women, and those with special needs, are empowered to play an active and positive role in their communities and to make decisions about their bodies and futures.
2. All children under five, especially girls and children with special needs, realize their right to a healthy start in life and reach essential child development milestones.
3. All children, especially girls and children with special needs, and their communities have increased adaptive capacity to address disaster risks and climate change.

In 2022, Plan International launched its Global Strategy 2023–2027, titled “All Girls Standing Strong Creating Global Change”. Over the next five years, all Plan International entities will be guided by this refreshed strategy, which is built around three pillars: **Increased Impact, Strengthened Legitimacy, and Improved Sustainability**. The strategy is grounded in a strong focus on girls and young people and emphasizes becoming a more youth-centered organization.

Plan International Timor-Leste is seeking an experienced external consultant with expertise in visual storytelling and video production to document the impact of its five-year program. The video will serve as a powerful tool to highlight the positive changes in people's lives—particularly shifts in behavior, attitudes, and practices within communities. The consultant will also be responsible for developing Information, Education, and Communication (IEC) materials to support the launch and socialization of the upcoming Country Strategy (CS-4), which is currently under revision and expected to be launched in June 2025.

II. The purpose of consultancy

1. The purpose of this consultancy is to document and visually communicate the key achievements, impact, and learnings from Plan International Timor-Leste's five-year Country Strategy (FY2019–FY2024), and to support the successful launch and socialization of the upcoming Country Strategy (CS-4).
2. The consultant will be responsible for producing a compelling visual storytelling video that highlights transformative changes in the lives of children, youth, and communities—particularly related to gender equality, child protection, youth empowerment, health and nutrition, education, and resilience to climate change.
3. The consultant will develop a set of creative and culturally appropriate Information, Education, and Communication (IEC) materials to support the internal and external communication of the new Country Strategy.
4. This consultancy aims to ensure that Plan International Timor-Leste's achievements over the past five years are captured and shared widely, and that key stakeholders—including government partners, donors, CSOs, and communities—clearly understand the vision, priorities, and goals of the new strategic period.

III. Scope of work

The consultant will be responsible for designing, producing, and delivering high-quality multimedia and communication materials that effectively highlight the impact of Plan International Timor-Leste's Country Strategy (CS-3) and support the launch of the new Country Strategy (CS-4). Specifically, the scope of work includes:

a. Visual Storytelling: Five-Year Impact Video

1. Design the concept and storyline for a documentary-style impact video (5–7 minutes in length) that captures key outcomes and changes achieved under CS-3.
2. Conduct field visits (in Aileu, Ainaro, and other relevant municipalities) to document testimonials and case stories from project participants, community members, youth, and partners.
3. Capture high-quality video footage and conduct interviews with children, youth, parents, community leaders, government representatives, and Plan staff.
4. Produce a final edited video (with English and Tetum subtitles) and use the sign language interpretation that is emotionally compelling, technically polished, and suitable for public sharing through events and digital platforms

b. Development of IEC Materials for CS-4 Launch and Socialization

Design and produce IEC materials that effectively communicate the key messages, strategic objectives, and priorities of the CS-4 in user-friendly, engaging formats. Materials may include:

1. Brochures or factsheets (in Tetum and English)
2. Infographics (for print and digital)
3. Posters or banners for the launch event
4. Design the pen, bag, book, handout, Folder
5. PowerPoint templates or presentation slides for internal use
6. Ensure all materials are aligned with Plan International's branding guidelines and are accessible to a wide audience, including young people, local stakeholders, and government partners.

c. Coordination and Validation

1. Work closely with Plan International Timor-Leste's Communications, Program Manager and M&E teams to ensure alignment of content and messaging.
2. Present draft versions of the video and IEC materials for feedback and incorporate inputs from Plan International management.
3. Deliver finalized materials ahead of the CS-4 launch event in June 2025.

IV. Deliverables and timeframe

The product will be based on:

No.	Expected	Requirements	Estimated time
1	Approved videos scripts	Scripts should contain a detailed description of each video story.	2 Working days after signed contract with Plan International
2	Production plan	The production plan should include: 1. Time frame of each video stage 2. Storyboard and image	2 Working days after signed contract with Plan International.
3	Ready-made videos	To present videos with source files. The videos should be in Tetum, with English subtitles, and include sign language interpretation. The final videos should be prepared in two versions: TV and internet versions.	Shooting should last not more than 5 working days upon production plan approval. Draft videos to be provided within 1 week after video shooting Final videos to be provided after final revision from team
4	Promotion plan	The plan should contain digital solutions (e.g., YouTube advertisement, banner advertisement, etc.). Full usage rights for music (or music for which copyright has been granted). Two fully-produced clips of approximately 10 minutes each in 1080p (HD). These clips will be shared with both internal and external audiences.	2 working days upon signing the contract
5	IEC Production	The IEC materials should include: - Brochures/flyers, posters, Pen, Bag, Folder, handout and infographics. - Digital versions of IEC materials for use on websites and social media. - Promotional content for the CS-4 launch event. Materials must be in both Tetum and English, and align with Plan International's branding guidelines.	2 weeks' working days upon signing the contract.

V. The of Right Property

All information related to this action, including but not limited to audio, visual, digital, documentary, cyber content, and action documents, is the exclusive property of Plan International. The producer, in the performance of tasks under this assignment, acknowledges that all materials produced will remain the property of Plan International, with the exclusive right to use them. Such information may not be disclosed to the public or used in any way without written permission from Plan International Timor-Leste, in accordance with the Safeguarding Children and Youth Policy and the Media Policy of Plan International.

VI. Requirements and Qualifications

1. Outstanding videography skills with a strong portfolio of previous work demonstrating expertise in film production, editing, and storytelling.
2. Previous experience in producing international-quality documentaries or similar content for development, humanitarian, or social causes.
3. Availability to travel immediately upon signature of the contract and throughout the duration of the assignment, including to remote and field locations as required.
4. Open to feedback and collaboration with the Plan International team and key stakeholders, incorporating revisions and improvements as necessary.
5. Flexible with long hours, travel, and work in diverse and dynamic environments, including the ability to meet deadlines under challenging conditions.
6. Proficiency in using video editing software and familiarity with other multimedia production tools.
7. Fluency in Tetum and English (both written and spoken) is highly desirable.
8. Strong understanding of safeguarding principles, particularly in working with vulnerable populations such as children, youth, and marginalized groups.
9. Experience in working with non-governmental organizations (NGOs) or in development contexts is an advantage.
10. Ability to create inclusive, accessible content (e.g., incorporating sign language, subtitles, and other accessibility features) to ensure content is available to all audiences, including those with disabilities.

VII. Submission of the Application

All applicants must meet the minimum requirements described above. Only short listed candidates will be contacted.

The candidate should include

- Cover letter with the applicant or company's current contact information including how the candidate's previous experience matches the consultancy objectives as well as their interest for the position.
- Sample of the result of the video that has produced
- Recent Curriculum Vitae (CV) or company's short profile (no more than two pages).
- Financial Proposal

Interested parties must submit, their applications no later than **28 April 2025** via email to rogerio.lopes@plan-international.org or aurelia.soares@plan-international.org with title "Say No to Gender Based Violence "Video Consultancy. Any questions can be directed to the above email address or phone (+670) 331 2492 or reach to +670 78336237.