

TERMS OF REFERENCE (TOR)

Production of AFRODAD@30 Documentary

1. Background

[The African Forum and Network on Debt and Development](#) (AFRODAD) is a pan-African civil society organization established in 1996 to promote sustainable and equitable development through advocacy, research, capacity building, and policy engagement on debt, public finance, development finance, governance, and economic justice.

For the past three decades, AFRODAD has been at the forefront of shaping Africa's debt and development discourse, amplifying African voices in global financial governance debates, and advocating for transparent, accountable, and people-centered economic policies. Through strategic partnerships with governments, parliamentarians, civil society organizations, academia, media, regional institutions, and international partners, AFRODAD has contributed significantly to policy reforms, debt justice campaigns, public finance management, and citizen-centered development processes across the continent.

As AFRODAD commemorates 30 years of impact, learning, leadership, and influence, the organisation seeks to document its journey, achievements, challenges, milestones, and future aspirations through a high-quality documentary that captures the institution's legacy and contribution to Africa's socio-economic transformation.

2. Purpose of the Assignment

The purpose of this assignment is to produce a compelling, professional, and visually engaging documentary that chronicles AFRODAD's 30-year journey, highlighting:

- The vision behind AFRODAD's establishment.
- Major milestones and achievements over the last three decades.
- AFRODAD's contribution to debt justice, public finance reforms, economic governance, and socio-economic development in Africa.
- Institutional growth and evolution.
- Voices and reflections from founders, former and current leadership, staff, partners, beneficiaries, and stakeholders.
- Future opportunities and aspirations for AFRODAD's next chapter.

3. Objectives

The documentary should:

1. Preserve AFRODAD's institutional memory and legacy.
2. Showcase AFRODAD's impact across Africa over the last 30 years.
3. Capture personal reflections and testimonies from key individuals who have shaped the organization's journey.
4. Strengthen AFRODAD's visibility and brand positioning among stakeholders.



AFRICAN FORUM AND NETWORK
ON DEBT AND DEVELOPMENT

5. Produce a lasting resource for fundraising, advocacy, stakeholder engagement, and organizational learning.

4. Scope of Work

The selected consultant, production company, or filmmaker will be responsible for:

A. Concept Development and Research

- Conduct background research on AFRODAD's history, programs, publications, campaigns, and milestones.
- Review organizational archives, reports, photographs, videos, and other historical materials.
- Develop a documentary concept, storyline, script outline, and production plan.

B. Interviews and Content Collection

Conduct and record interviews with selected stakeholders, including but not limited to:

- AFRODAD Founder(s).
- Former Executive Directors.
- Current Executive Director.
- Current Board Chairperson.
- One or two former/current Board Members.
- Long-serving staff members.
- Strategic partners and allies.
- Policymakers and parliamentarians who have engaged with AFRODAD.
- Representatives from regional and international institutions
- Civil society leaders and beneficiaries of AFRODAD's work

C. Documentary Production

- Plan and execute filming activities.
- Capture high-quality video, audio, and photography.
- Produce supporting footage (B-roll) relevant to AFRODAD's work and impact.
- Incorporate archival footage, photographs, publications, media coverage, and organizational materials where appropriate.
- Provide professional narration where necessary.

D. Post-production

- Video editing.
- Colour corrections and grading.
- Motion graphics and animation where necessary.
- Sound mixing and mastering.
- Music licensing and integration.
- Subtitling and captioning in English.
- A copy dubbed in French.
- Integration of organisational branding elements.

5. Expected Deliverables

The selected consultant/firm shall deliver:

Inception Deliverables

1. Inception report and workplan.
2. Documentary concepts and storylines.



AFRICAN FORUM AND NETWORK
ON DEBT AND DEVELOPMENT

3. Interview guide and production schedule.

Production Deliverables

1. Full documentary (45-60 minutes).
2. Executive version (5–7 minutes).
3. Promotional teaser/trailer (1–2 minutes).
4. Social media cut-down versions (30–60 seconds).
5. High-resolution photographs captured during production.

Final Deliverables

- Final edited documentary in high-resolution digital formats suitable for broadcast, web, and social media distribution.
- English subtitled version.
- A professionally dubbed French version of the full documentary.
- French subtitles for the documentary and executive summary version.
- All raw footage, photographs, project files, and editable source files.
- Licensed music, graphics, and animation assets used in production.
- Signed interview consent and release forms for all featured participants.
- Documentary production report.

6. Application

Interested applicants should propose a methodology demonstrating:

- Understanding AFRODAD's mission and legacy.
- Storytelling approach.
- Research and interview methods.
- Production techniques.
- Stakeholder engagement strategy.
- Quality assurance processes.
- Project management approach and timeline.

7. Duration of Assignment

The assignment is expected to be completed within 6 weeks from contract signing.

Applicants should provide a detailed work schedule indicating key milestones and timelines.

8. Required Qualifications and Experience

For Production Companies

- Minimum five (5) years of documentary production experience.
- Proven experience producing institutional, development, advocacy, governance, or historical documentaries.
- Strong portfolio of comparable assignments.
- Demonstrated experience working with NGOs, development organizations, regional institutions, or international agencies.
- Availability of professional production equipment and technical personnel.

For Individual Consultants/Filmmakers

- Minimum five (5) years of relevant experience.
- Proven documentary film-making experience.



AFRICAN FORUM AND NETWORK
ON DEBT AND DEVELOPMENT

- Demonstrated storytelling, interviewing, filming, and editing capabilities.
- Strong portfolio of completed documentary projects.

9. Evaluation Criteria

Applications will be evaluated using the following criteria:

Criteria	Weight
Understanding of the assignment	20%
Proposed methodology and creative approach	25%
Relevant experience and portfolio	30%
Team composition and technical capacity	15%
Financial proposal	10%

10. Application Requirements

Interested firms or individuals should submit:

Technical Proposal

- Company/Consultant profile.
- Understanding the assignment.
- Proposed methodology and approach.
- Workplan and timeline.
- Team composition and roles.
- Relevant experience.
- At least three similar assignments completed elsewhere.
- Links to documentary samples.

Financial Proposal

- Detailed budget breakdown.
- Professional fees.
- Production costs.
- Travel and logistics costs (if applicable).
- Any additional costs.

References

- Minimum three referees from similar assignments.

11. Ownership and Intellectual Property

All footage, photographs, scripts, edits, raw materials, and final documentary products produced under this assignment shall become the sole property of AFRODAD. Interviews will sign consent to be part of the documentary.

The selected consultant or firm shall not publish, distribute, or use any material arising from this assignment without prior written authorization from AFRODAD.

12. Consent, Image Rights and Data Protection

The selected consultant or production firm shall ensure that all individuals featured in the documentary provide informed written consent prior to filming and recording.



AFRICAN FORUM AND NETWORK
ON DEBT AND DEVELOPMENT

Specifically, the consultant/firm shall:

- Develop and administer a standard Interview Consent and Release Form for all interviewees.
- Clearly explain the purpose of the documentary, its intended audiences, and the platforms on which it may be distributed.
- Obtain written permission from interviewees authorizing AFRODAD to record, reproduce, edit, publish, broadcast, distribute, and archive their contributions in any current or future media formats.
- Ensure that interviewees understand that participation is voluntary and that their recorded contributions may be used for organizational, educational, advocacy, fundraising, archival, and promotional purposes.
- Comply with applicable data protection and privacy laws in the collection, storage, processing, and transfer of personal information.
- Maintain secure custody of all interview recordings, transcripts, photographs, and related materials throughout the production process.
- Submit all signed consent forms to AFRODAD as part of the final project documentation.

AFRODAD shall retain the right to use the documentary and all related materials for institutional, educational, advocacy, communications, fundraising, archival, and public engagement purposes without limitation.

13. Reporting and Supervision

The consultant/firm will report to the Campaigns and Communications Manager.

14. Submission of Expressions of Interest

Interested applicants should submit their EOI, technical proposal, financial proposal, and supporting documents electronically to:

commsconsultancy@afrodad.org

Subject Line:

"EOI – Production of AFRODAD@30 Documentary"

Deadline: 25 June 2026

Only shortlisted applicants will be contacted.
