



Call: Video Production Services

ARA Grassroots Action Research Micro-Grants Showcase Video

The Adaptation Research Alliance (ARA) invites proposals from professional video production companies (here forth referred to as the supplier) to produce a 10-minute video that highlights the impact and achievements of the ARA Micro-Grants Programme. The video should showcase up to two grantee projects from three regions (Africa, Asia Pacific, and Latin America and the Caribbean). A list of potential grantee locations is specified under Annex 3.

The video will showcase locally-led climate adaptation research initiatives supported by ARA, focusing on local innovation, collaboration, and sustainability. Through this video, ARA aims to amplify the success of grassroots-led efforts in addressing climate challenges and contribute to broader climate resilience strategies.

Key Objectives:

1. Main Video (10 minutes):

- The video will demonstrate the impact of the ARA Micro-Grants programme, focusing on diverse, locally-led climate adaptation research and solutions implemented across Africa, Asia-Pacific, and Latin America and the Caribbean (LAC).
- The narrative should feature interviews with up to 6 grantees, local communities, NGOs, researchers, and policymakers, showcasing the role of grassroots research and action in advancing climate adaptation.

2. Short Video Clips (up to 1 minute each):

- The production of up to 6 short videos that provide a snapshot of individual Micro-Grant projects across 3 regions, capturing key achievements and innovative solutions for climate adaptation.

- These short clips are intended to be extracts from the main video to highlight key messages and individual projects.

Target Audiences & Key Messages:

- The supplier will ensure a diverse representation of projects and highlight different transdisciplinary, action-oriented research approaches to climate adaptation solutions.
- A storyboard and production plan should be developed, in collaboration with ARA, that aligns with ARA's branding and messaging guidelines.
- Please view the [brief](#) for a detailed breakdown of the target audiences for the main video and the short clips.

Interviews and Filming:

- Interviews will be conducted with key stakeholders, such as grantees, community members, and local experts. Depending on the approach proposed, interviews may be conducted remotely or in-country.
- If in-country filming is required, the supplier should propose a cost-effective and time-efficient approach for managing logistics and working with local teams.
- Local videographers may be engaged where necessary, but the supplier should manage the overall consistency of filming and storytelling

Post-Production:

- The supplier will handle editing, sound design, graphics, and translation/captions (if needed), ensuring a professional, polished final product.
- All deliverables should be in line with ARA's branding and should include captions or subtitles where necessary.

Final Deliverables:

- A 10 minute main video highlighting the impact of the ARA Micro-Grants.
- Up to 6 short videos for social media (up to 1 minute each) showcasing individual projects.
- A fully edited video package ready for distribution.

Budget:

The budget for this project is up to **£35,000**.

Proposals should include a detailed breakdown of costs and clearly justify any requests for additional funding. Proposals should also account for the costs of in-country travel and filming if required. Final budgets will be subject to the ARA Expenses Policy, which can be found in Annex 1 below.

Applicants can reference Annex 4 for an example of the budget breakdown.

Eligibility Criteria:

To be eligible, video production companies must demonstrate:

- Examples showing experience with international development, climate adaptation, or similar fields.

- A proven track record in producing high-quality video content, particularly for diverse audiences, including donors, policymakers, and community organisations.
- The ability to manage remote or in-country filming logistics in multiple regions.
- Examples showing expertise in storytelling that aligns with organisational branding and messaging guidelines.

Proposal Requirements:

Interested suppliers must submit the following documents by 11:59pm SAST, 15 **January 2025**:

1. To be submitted under one word document (font: Arial, font size: 11, and should be no longer than 6 pages)
 - a. A detailed approach and plan describing how the project will be carried out, including timelines, locations, local production networks (if applicable) and the proposed approach to achieving the objectives within the given timeframe.
 - b. A storyboard or concept proposal outlining the narrative structure for the main video and short videos, ensuring consistency with ARA's mission and branding.
2. To be submitted in an annex (no longer than 2 pages):
 - a. A company profile and portfolio of relevant video work, particularly in international development or climate adaptation.
 - b. References or case studies from previous projects that demonstrate similar work and success.
3. Submitted as an excel document:
 - a. A budget proposal that includes a detailed breakdown of costs for filming, travel (if applicable), editing, and final delivery. Please see Annex B for a budget breakdown template example.

Proposal Evaluation Criteria:

Proposals will be assessed based on:

- Quality and creativity of the approach to storytelling and visual presentation.
- Feasibility of proposed timelines and budget.
- Experience working on international development and climate adaptation projects.
- The ability to meet ARA's branding and messaging guidelines.
- Value for money (e.g. ability to utilise videographer networks in country or efficient travel pathways/grouping to reduce unnecessary cost)

Submission Instructions:

Please submit your proposals to secretariat@adaptationresearchalliance.org

If you have any questions or require additional information, please contact us by January 13, 2025 at 23h59 SAST.

Project Timeline:

- Call for proposals open until 15 January 2025 at 23h59 SAST
- Supplier selection by 17 January 2025
- Project inception call: 20 January 2025
- Final video delivery by 31 March 2025

We look forward to receiving your proposals and working together to highlight the impact of the ARA Micro-Grants Programme and the community-led solutions that are helping build climate resilience.

Annex 1

[ARA Expense Policy](#)

Annex 2

[Video Brief](#)

Please note that this brief is a rough guide, and applicants are encouraged to be creative with their proposals given the project timeline and budget.

Annex 3

Below is a list of potential locations for in-person interviews, which should guide the travel budget and logistics proposal. The locations are categorized into two tiers: First Priority Locations, where we have grantees that we would ideally like to feature, and Second Priority Locations, which can be considered if they offer better value for money or align with your local networks. Proposals can justify prioritizing second-tier locations based on cost-effectiveness or strategic advantages.

- **Africa (1 or more to be proposed for interview):**
 - 1st priority
 - Harare, Zimbabwe
 - Lusaka, Zambia
 - Omuko, Nigeria
 - 2nd priority
 - Addis Ababa, Ethiopia
 - Juba, South Sudan

- **Asia Pacific (1 or more to be proposed for interview):**
 - 1st priority
 - Columbo, Sri Lanka
 - Dhaka, Bangladesh
 - Secunderabad, India
 - Yangon, Myanmar
 - 2nd priority
 - Iloilo City, Philippines

- **Latin America and the Caribbean (1 or more to be proposed for interview):**
 - Córdoba, Argentina
 - Panama City, Panama

Grantees will be finalised before project inception meeting and will be based on grantee availability, value for money and logistics.

There is a strong preference for conducting at least one interview in each region. However, proposals that include innovative approaches to incorporating more micro-grantees through virtually recorded interviews are highly encouraged.

Annex 4

Budget Proposal Template Example

How to use this template:

- Please use this as a reference guide and customise it to your own project proposal rates and production needs. The examples below are merely illustrative.
- For the travel costs, please make sure you budget for the total number of locations that your proposal deems feasible.
- You may break down the location costs or add the total budget for each of the line items (e.g. all flight costs etc.)
- Final budget will need to align with the ARA expense policy which can be found in Annex 1.

DESCRIPTION	Rate	Unit Total	TOTAL (GBP)
Production Costs			
Crew: Producer & Agency <i>Day rate for producer for planning, bookings and project management</i>	1 000	2	2 000
Crew: DOP/director <i>Day rate for Director/Director of Photography for creative direction and interview recordings</i>			
Editing <i>Day rate for video editing</i>			
Video Motion graphics <i>Day rate for creation and editing of motion graphics</i>			
Music Stock <i>Stock music licensed for consumer/web usage</i>			
Audio mixing <i>Rate for final audio mix and master per 5 minutes video or part thereof.</i>			
Archive & Backup Fee			
Travel Costs (for all locations)			
Flights			
Accommodation			
Daily Subsistence			
Overhead	XX %		
TOTAL			

End of Annex