



Terms of Reference (ToR) for Training Video Production for National Trade Union Centres to Effectively Participate in National Implementing Committees structures of the African Continental Free Trade Area (AfCFTA)

Background

The African Continental Free Trade Area (AfCFTA) agreement is a continental trade pact that promises to expand improve intra-African trade which has long eluded the continent. The pact, which really kicked off in 2022, is structures around National Implementing Committees and working groups based on the negotiated AfCFTA protocols. While the NIC is a critical provision to influence trade policy at the national level, participation by trade unions on this platform is nearly absent. The ITUC-Africa and SASK project to facilitate trade union participation seeks to address this gap. As part of these initiative, ITUC-Africa seeks the services of a multimedia consultant to provide advocacy and training material for effective trade union participation at the national centres. Majority of the content for the video production will be sort from the Regional Trade Union workshop on Women and Youth in Trade, held in Cotonou, Benin from 4 to 5 August 2024. The trainer-of-trainee workshop featured a series of impactful presentations addressing the role and challenges of women and youth in trade. **To enhance the dissemination and impact of these presentations, a training video shall be produced for this purpose. Ultimately, the videos aim to educate and engage stakeholders especially trade unions constituencies, providing them with valuable insights and actionable knowledge to effectively participate in NICs and AfCFTA working groups.**

Objectives

- To produce a high-quality training videos (in English and French) that captures key presentations and discussions from the workshop in Cotonou, and highlighting women and youth in trade under the AfCFTA framework.

Specific Objectives:

- To present the content useful for effective participation of NICs at national centres in an engaging and educational format.
- To highlight best practices, challenges, and recommendations discussed during the workshop – **please request for the workshop report.**
- To create a resource that can be used for training and capacity-building purposes across various stakeholders involved in trade and development in Africa.

Scope of Work

The scope of work includes the following key components:

- i. Content Selection and Review
 - Review and select key presentations and discussion points from the conference.
 - Identify key themes and messages to be conveyed in the video.

- ii. Script Development
 - Develop a detailed script for the video, including narration, key points from presentations, and any additional commentary or explanations needed.
- iii. Video Production
 - Develop a storyboard, plan the visual and audio elements, and coordinate logistics. Determine the number of videos with ALREI. **We are expecting 3 main thematic videos** (translated to French).
 - Edit the video to include graphics, subtitles, and transitions. Ensure the final product is polished and professional.
- iv. Review and Approval
 - Share drafts with ALREI for feedback.
 - Make necessary revisions based on feedback.
 - Obtain final approval from ALREI.
- v. Accessibility and format
 - Provide the final video in various formats suitable for different platforms.

Deliverables

1. Script: A finalized script outlining the narration and content of the video.
2. 3 Video Footages: High-quality recorded footage including interviews, presentations, and other relevant content – then translated to French.
3. Edited Video: A final edited video incorporating all necessary elements and feedback.
4. Distribution Plan: A plan outlining how the video will be distributed and accessed by stakeholders.
5. Formats: The final video provided in multiple formats for different platforms (e.g., online streaming, USB drives, etc.).

Timeline

- Please submit all Expressions of Interest (EOI) to alrei@ituc-africa.org by October 6, 2024.
- **Timeline**: Project Completion – **November 22, 2024**