

TERMS OF REFERENCE

Consultancy for Documentary Film Production and Videography Services

1. Background

Nomadic Assistance for Peace and Development (NAPAD) is a local humanitarian and development organization working to promote sustainable peace, resilience, and development among vulnerable communities across Kenya. Through locally led approaches, NAPAD implements programmes in humanitarian response, water, sanitation and hygiene (WASH), food security and livelihoods, education in emergency, peacebuilding, governance, maternal child health and nutrition, and organizational development.

Between 2021 and 2026, NAPAD implemented the Sustainability Model Programme (SMP) in partnership with the Danish Refugee Council (DRC) with funding from the Ministry of Foreign Affairs of Denmark (DANIDA). The programme sought to strengthen NAPAD's institutional capacity by investing in organizational governance and leadership, finance system strengthening, monitoring, evaluation, accountability and learning (MEAL) system strengthening, communications, resource mobilization, and organizational learning, towards long-term sustainability.

To document this transformation and communicate the programme's achievements to donors, partners, government institutions, humanitarian actors, and the public, NAPAD seeks to engage an experienced videographer or documentary production consultant to produce a high-quality documentary film and accompanying digital media products.

2. Purpose of the Consultancy

The purpose of this consultancy is to conceptualize, film, produce, and edit one high-quality documentary film that showcases the institutional transformation and achievements of the Sustainability Model Programme within NAPAD. The documentary will demonstrate how investments in organizational strengthening have enhanced NAPAD's institutional capacity, sustainability, and contribution to locally led humanitarian action. The documentary will serve as a donor visibility and learning product for the DRC, DANIDA, humanitarian partners, among other key stakeholders.

3. Objectives

The consultant will produce a documentary that:

1. Demonstrates the institutional transformation achieved through the Sustainability Model Programme.
2. Showcases how strengthened organizational systems have translated into improved humanitarian programming and organizational sustainability.
3. Highlights NAPAD's localization journey and contribution to strengthening locally led humanitarian action.
4. Captures authentic voices from staff, partners and community members.
5. Produces high-quality visual assets for donor visibility, resource mobilization and organizational communications.

4. Key Messages

The documentary should communicate:

- Localization requires trust, partnerships and institutional strengthening.
- Capacitated local organizations create sustainable humanitarian and development impact.
- Organizational resilience contributes to better service provision to vulnerable communities.
- NAPAD has evolved from strengthening internal systems to influencing national conversations on localization.
- Organisational Change is catalysed by management change.

5. Scope of Work

The selected consultant will be responsible for the complete documentary production process, including pre-production, filming, post-production, and final delivery.

A. Pre-Production

The consultant shall:

1. Review the SMP Annual Reports, documentary script, and other relevant project documents.
2. Develop a final documentary script.
3. Participate in an inception meeting with NAPAD.
4. Refine the documentary concept and production schedule in consultation with NAPAD.
5. Develop a detailed filming plan, interview guide, and shot list.

6. Identify filming locations and required logistics.

B. Production

The consultant shall conduct professional filming at agreed locations, capturing:

1. Departmental operations at NAPAD showcasing systems and processes.
2. Staff interactions on various systems.
3. Interviews with selected staff and partners.
4. Observational footage.
5. Drone footage where appropriate with support of NAPAD's communication officer. The drone shall be provided by NAPAD.
6. High-quality B-roll to support the narrative.

The production should adopt a cinematic documentary style that emphasizes authentic storytelling, natural interactions, and visual evidence of institutional transformation.

C. Post-Production

The consultant shall

1. Edit the documentary.
2. Colour grade all footage.
3. Professionally mix and share voiceovers.
4. Develop motion graphics and animated data visualizations where appropriate.
5. Add subtitles where required.
6. Incorporate NAPAD, DRC, and DANIDA branding in accordance with visibility guidelines.
7. Facilitate up to three rounds of revisions based on NAPAD's feedback.
8. Deliver the final approved documentary.

5. Expected Deliverables

The consultant shall:

Deliverable 1: Documentary Film

- Produce one professionally edited documentary that communicates the journey and impact of the Sustainability Model Programme on NAPAD as an institution.

The documentary shall:

- Be 10–12 minutes in duration.
- Follow the approved documentary script and narrative structure.
- Be produced in a cinematic documentary style.
- Be suitable for presentation to DRC, DANIDA, development partners, and humanitarian stakeholders.
- Include professional narration, interviews, natural sound, motion graphics, licensed music, and subtitles where appropriate.
- Final format in 4K UHD

Deliverable 2: Raw Production Assets

The consultant shall submit:

- All raw video footage.
- Drone footage where applicable.
- Audio recordings.
- Motion graphics assets.
- Adobe Premiere Pro (or equivalent) editable project files.
- All fonts and licensed music used in the production.

Deliverable 3: Documentary Stills

- Provide a selection of 30–50 professionally edited high-resolution photographs captured during production for future organizational visibility and reporting purposes.

7. Timeline

Activity	Duration
Inception meeting	1 day
Documentary planning and pre-production	3 days
Field production and filming	2 days
First documentary edit	4 days
Review and incorporation of comments	3 days
Final delivery	2 days

8. Consultant Qualifications

The consultant (individual or firm) should possess:

Required

1. Minimum 5 years' experience producing documentaries or development communication films.
2. Demonstrated experience working with NGOs, INGOs, or development partners.
3. Strong documentary storytelling skills.
4. Excellent cinematography and drone operation skills.
5. Advanced video editing and colour grading skills.
6. Professional audio recording capabilities.
7. Experience producing donor visibility content.

Application Requirements

Interested consultants (Individual or firm) should submit:

1. Technical Proposal (maximum 2 pages)
2. Financial Proposal
3. Company profile or CV
4. Portfolio of at least two documentary films of similar scope
5. Links to previous work
6. Proposed production schedule
7. References from at least two previous clients

Expected Final Output

One broadcast-quality documentary that tells the story of NAPAD's institutional transformation under the Sustainability Model Programme and demonstrates how investments in organizational strengthening have translated into stronger systems, improved partnerships, increased sustainability, and enhanced leadership while progressing the localization agenda.

9.Submission Deadline

Applications should be submitted electronically as a single PDF document to info@napad-int.org CC osman.mah@napad-int.org / stephanie.machua@napad-int.org with the subject line: Consultancy for SMP Documentary Production – NAPAD

The deadline for submission of applications is:

Date: 20th July, 2026

Time: COB

Late submissions will not be considered. Only shortlisted consultants will be contacted for the next stage of the procurement process.