



Terms of Reference

Title	Consultancy developing an advocacy video
Organisation	Youth RISE
Period	June-November 2019
Contact	morgana@youthrise.org

1. Background

In 2019 Youth RISE is focusing on organizational strengthening and network expansion. Youth RISE is implementing small grant activities to build a stronger regional presence by strengthening partnering regional and national movements. Youth RISE organizational structure and International Working Group will be finalized in 2019 and a new network strategy will be formed.

An advocacy video representing the network and urging to become part of it is to be developed.

Video is expected to be 3-4 minutes long.

Audience of the video will be donors, young people and young activists globally. The video should:

- portray the essence of Youth RISE as a network
- portray most important Youth RISE activities, partners, donors
- focus on the essence of youth-led advocacy
- urge to take action (urge youth around the world to follow the pattern nationally and join the movement internationally)

Central idea of the video: drug policy advocacy and the added value of youth movements and Youth RISE as an international network.

Tasks of the consultant

With support of the Youth RISE International Coordinator and the SDP Committee, the consultant will work to develop the video. The consultant will:

- Read Youth RISE website and social media and collect facts about Youth RISE (mission, vision, activities, philosophy, history)
- Hold calls with Youth RISE video committee to better understand Youth RISE as a network
- Propose and develop a scenario, including the script (including for filmed and animated material)
- Develop animated parts for presentation of factual information (if any)
- Instruct the team members filming the material, follow up with them and collect the recordings
- Put animated (if any) and filmed parts together and develop a final video

Deliverables

The consultant shall produce the following deliverables:

- Outline/concept for the video
- Scenario (including the script)
- Draft video
- Final video

Timeframe and budget

It is expected that the consultant will present the scenario and the draft script by 5th July, final script by 30 July and the draft video by 1st September. Final video is to be submitted no later than 1st October.

The budget available is 2 700 USD. The consultant will be paid 25% upon signing the consultancy agreement and 50% upon the submission of the draft video and 25% at the signing-off of the final video by the International Coordinator and the SDP Committee of Youth RISE. The tasks and final budget are subjects to negotiation.

Applying

To apply, please send you CV with links to videos you have previously developed by 10 of June, 00.00 EEST to morgana@youthrise.org.