



## **TERMS OF REFERENCE – PRODUCTION OF VIDEO CONTENT**

**THE DEMOCRATIC GOVERNANCE ROADSHOW CAMPAIGN : CITIZEN  
ENGAGEMENT CONTENT FROM YOUTH AND GENDER  
AMBASSADORS**

**AFRICAN GOVERNANCE ARCHITECTURE SUPPORT PROJECT**

## 1. BACKGROUND AND CONTEXT – COMMUNICATION CAMPAIGN

As part of the AGA-Support Project (AGA-SP), a project in partnership and collaboration between the African Union (AU) and the European Union (EU) and implemented by Expertise France, a first campaign burst was rolled out from September 2023 until February 2024.

Named the [Democratic Governance Roadshow](#), the purpose of the campaign was to bring more awareness and visibility on AU organs and African Governance Architecture Support Project members to better communicate their mandates and the work that they do every day to advance democracy, good governance, human rights and rule of law throughout the continent.

This campaign is thus a collective platform which includes 6 organs, outlined below :

- AGA-APSA Secretariat (African Union Commission),
- African Committee of Experts on the Rights and Welfare of the Child,
- African Court on Human and Peoples' Rights,
- African Commission on Human and Peoples' Rights,
- African Peer Review Mechanism,
- Economic, Social and Cultural Council,
- Pan-African Parliament,

The first campaign burst which featured compelling stories about organs and ran in the last few months, garnered significant attention and audience engagement through a wide range of creative assets (social media banners, video interviews, animation) as well as artists who created bespoke spoken words and poems to generate conversations around the campaign's core themes.

This enabled organs to reach new audiences, particularly African citizens and to foster further interest around topics that are directly related to citizens wellbeing, quality of life and the future of the continent.

We plan to run a new season of the campaign, featuring fresh voices with a youth and gender lens. This addition aims to shed light on the citizen engagement component to our activities.

As such, we are looking for youth and gender campaign ambassadors who are to play a crucial role in expressing expert views and outlooks - within the framework of The Democratic Governance Roadshow. Their role is to express outcomes of citizen engagement processes carried out by AU organs and to highlight ideas / solutions to

let citizens know that they can participate in high level political consultations on topics that concern them and their future.

These views are to be created in short video formats that need to be easily disseminated on social media platforms, from AU organs and selected campaign ambassadors.

## **2. PURPOSE OF SHORT VIDEOS FROM YOUTH / GENDER CAMPAIGN AMBASSADORS**

Bad governance, unconstitutional changes of governments and human rights violations unfortunately continue to affect African nations and citizens, daily.

It will take having more people engaging in these conversations to build more awareness, and to promote citizen engagement and empowerment.

We believe that the success of this second campaign will revolve around having diverse new voices to express their takes and perspectives on democracy, good governance and human rights issues in their own countries and throughout Africa to effectively address such issues and limit the negative impacts they have on people, peace and prosperity.

As such, we intend to partner with people who can be our campaign ambassadors and maximize citizen engagement in their own countries and regions. Ambassadors can include artists, influencers, youths' champions and human rights advocates who are able to create compelling content in short video formats that are informative, aspirational and inspirational to our target audiences, African citizens and key constituencies (CSO's, expert institutions, NGO's etc).

Videos are to be produced by interested parties and delivered by the set timeline (detailed in the below section). Produced videos and creative assets need to adhere by our campaign requirements in terms of covered themes, creativity, length and tone and be easily disseminated on social media platforms, namely : Instagram, Facebook, Twitter, LinkedIn and YouTube channels for AU, organs and selected artists' own social media platform.

## **3. VIDEO REQUIREMENTS :**

### **Video Themes :**

- Democracy and good governance ;
- Human Rights or Rule of Law

The proposed content needs to be focused on one of these themes and needs to be simple, informative, aspirational and thought provoking. The intention is for it to spark conversations and incite people to engage with it as well as share their own aspirations on the topic.

**Format** : Short video with subtitles created specifically for the campaign in French and/or English.

**Video technical specifications** : High quality and high resolution. The shortlisted campaign ambassador needs to be facing the camera and deliver the informative and aspirational content created specifically for the purpose of the campaign.

**Video length** : 1 min to 1.30 min maximum

We expect interested artists to be in charge of the filming. Creative and technical guidelines and specifications for the production the video will be delivered by the team in charge of the campaign, which will be communicated during a briefing prior to filming.

#### **4. TIMELINE + SHORTLISTING PROCESS**

Proposals need to feature the following documents :

1. A presentation or portfolio from the applicant
2. A 1 pager outlining a brief overview of what the video will be tackling : proposed theme, content, approach, tone of voice and style . We need to understand the intention, topics that will be covered, how, and the main orientations of your video.
3. Proposed compensation to produce the required video as part of the campaign

Criteria for shortlisting the campaign ambassadors we will be working with includes :

- Creative intention, novelty and originality of the proposal
- Profile and the number of followers on social media platforms

Proposals need to be delivered to Maimouna Diop : [maimouna@mdwconsulting.fr](mailto:maimouna@mdwconsulting.fr) and by **March 4<sup>th</sup> 2024 latest**. Successful applicants will be contacted by March 8<sup>th</sup>, 2024 and we expect the short videos to be delivered by **March 15<sup>th</sup>, 2024**.

## **5. Intellectual Property Rights and Ownership**

All intellectual property rights to the deliverables shall be transferred to Expertise France. However, the Contractor retains the right to use the deliverables for portfolio purposes and self-promotion, provided that such usage does not conflict with Expertise France's interests or compromise confidentiality.