

Terms of Reference (ToR)

Activity: Video Documentary – Driving Durable Solutions and Strengthening Localisation through the NORAD Grant in Nigeria

1. Background and Context

The humanitarian situation in Nigeria remains complex, driven by prolonged conflict, displacement, and the worsening effects of climate change and economic instability. In Borno, Adamawa, and Plateau States, millions continue to face food insecurity, limited access to education, unsafe housing, and exposure to protection risks. Camp closures, communal clashes, and the rising cost of living have forced many displaced and host community members into extreme vulnerability.

Through support from the Norwegian Agency for Development Cooperation (NORAD), the Norwegian Refugee Council (NRC) is implementing a multisectoral humanitarian and early recovery intervention under the Nigeria Plan 2025. The programme aims to improve living conditions, enhance resilience, and promote durable solutions for displacement-affected people across the three target states.

The NORAD-funded project integrates Education, Livelihoods and Food Security (LFS), Information, Counselling and Legal Assistance (ICLA), Protection from Violence, Shelter, and WASH interventions. It also places a strong emphasis on localisation and partnership, working closely with FRAD, GREENCODE, CBI, HumAngle, CATAI, JDPC Yola, FOURCi, Nigerian Bar Association and relevant state ministries to ensure community-driven, sustainable programming.

This initiative directly contributes to NRC's strategic commitment to the localisation agenda, strengthening local actors' capacities, transferring decision-making power, and ensuring that affected communities are active participants in shaping their recovery.

2. Purpose and Intended Use

The video documentary will illustrate the tangible impact of NORAD's support in Nigeria, focusing on how NRC and its partners are driving localised, durable solutions for displacement-affected communities.

It will serve to:

- Showcase the human stories of resilience among displaced people and host communities.
- Celebrate local leadership, featuring Nigerian partners and communities as central to the humanitarian response.
- Highlight NRC's localisation strategy—how the organisation works through, with, and for local partners.
- Demonstrate NORAD's contribution to strengthening community systems and long-term recovery.
- Provide an advocacy and donor engagement tool to support NRC's visibility and fundraising, efforts for Nigeria.

3. Scope and Lines of Inquiry

The documentary will cover project implementation in Borno, Adamawa, and Plateau States, capturing NRC's multi-sectoral interventions and localisation efforts.

Key Storylines and Inquiry Areas

- Localisation and Partnerships.
- How NRC collaborates with local organisations and other partners to deliver assistance.
- Local partner capacity building — from financial systems to technical expertise and programme design.
- How partnership enhances accountability, access, and sustainability of aid delivery.
- Durable Solutions and Resilience (successes and ongoing needs)
- Community voices showing the transition from emergency assistance to recovery and self-reliance.
- The role of NORAD funding in enabling displaced people to rebuild their lives.

Integrated Humanitarian Response/ Integrated programming where there are interlinkages between sectors so education, livelihoods, ICLA, protection, reinforce each other.

- Evidence of improved living conditions and restored dignity among project participants.
- Community Participation and Ownership
- Stories of inclusion: women, youth, and persons with disabilities taking leadership roles (where available).
- How participatory planning, feedback mechanisms, and local dialogue strengthen community trust.

4. Key Thematic Focus – Localisation and Partnerships

A central feature of this documentary will be a dedicated segment exploring the localisation agenda in practice.

This will include:

- Partner Voices: Interviews with staff from {FRAD, GREENCODE, CBI, HumAngle, CATAI, JDPC Yola, FOURCi, Nigerian Bar Association} collaboration with NRC.
- Capacity Strengthening: Footage from joint trainings, coordination forums, and community-led planning sessions.
- Financial Empowerment: How direct grant allocations to partners have increased their operational independence and effectiveness.
- Community Narratives: Stories that connect local partnerships to tangible impact in people's lives.
- Shared Ownership: Footage and testimonies showing partners and communities co-creating solutions, not just receiving aid.

5. Methodology

The consultant will work closely with NRC's Media and Communications Coordinator, and programme teams to develop a storytelling plan that aligns with NRC's communications and advocacy goals.

The consultant will:

- Prepare an inception report and filming plan, including themes, storylines, and locations.
- Develop a storyboard and interview guide in collaboration with NRC.
- Conduct field visits to project sites across Borno, Adamawa, and Plateau.
- Use participatory storytelling approaches—featuring partner-led narration and community voices.
- Capture high-quality visuals, ambient sound, and interviews that authentically reflect context.
- Ensure compliance with NRC's safeguarding, consent, and ethical storytelling guidelines.

6. Deliverables

Deliverable	Description
Inception Report	Detailed filming concept, storyline, logistics plan, and schedule.
Main Documentary Film (10–15 mins)	Feature-length film highlighting NORAD-funded interventions and localisation impact.
Highlight Video (2–3 mins)	Condensed version for the donor and online audiences.
Partner Featurette (3–4 mins)	Focused video on localisation and partner collaboration.
Five Social Media Clips (≤90 sec each)	Short stories showing transformation, resilience, and local leadership – focus here is on project participants
Photo Booklet	At least 5 human-interest photo stories with captions and quotes.
Portraits and Action Shots	High-resolution images of participants, partners, and activities.

All final materials must be produced in HD (1080p) or higher, subtitled in English, and adhere to NRC and NORAD branding and ethical standards.

7. Timeframe

The assignment will run for approximately 30 working days, including pre-production, field filming, editing, and final revisions.

8. Ethical Considerations

- The consultant must ensure:
- Informed consent from all participants.
- Respect for privacy, cultural norms, and child safeguarding principles.
- No manipulation or misrepresentation of facts, context, or people.

- Full adherence to NRC's Code of Conduct, Safeguarding Policy, and Ethical Content Guidelines.

9. Copyright and Ownership

All footage, photos, and related content produced under this assignment will remain the property of the Norwegian Refugee Council (NRC).

NRC reserves the right to edit, reproduce, and distribute the materials for communication, advocacy, and fundraising purposes.

10. Consultant Profile

The selected consultant or production company should have:

- 3–5 years' proven experience producing humanitarian or development documentaries.
- Strong understanding of localisation and partnership-based programming.
- Ability to travel to remote and conflict-affected areas.
- Demonstrated creative storytelling skills and journalistic integrity.
- High-quality filming, sound, and editing equipment.
- Proficiency in English and Hausa or other local languages (preferred).
- Familiarity with NRC's core values and ethical standards.

11. Roles and Responsibilities

NRC will:

- Select and contract the consultant.
- Provide technical and contextual briefings.
- Facilitate access to project sites, staff, and partners.
- Review and approve key milestones (storyboard, rough cut, final cut).

The Consultant will:

- Develop concept, shoot, edit, and deliver all content.
- Coordinate with NRC Communications and Programmes throughout the process.
- Comply with all security and ethical guidelines.
- Deliver all outputs within the agreed timeframe.

12. Application Requirements

Interested consultants or production firms should submit:

- Technical proposal (approach, filming concept, methodology).
- Financial proposal (detailed budget and timeline).
- Team composition and CVs.
- Company profile
- Portfolio of past work (with accessible links)-Evidence of similar experience
- Availability and implementation plan (December 2025 to January 2026)
- Statement confirming no prior involvement in the project's design or implementation.
- Attach your CAC (Status must be active), TCC -2024

All applications must be submitted to NG.tenders2@nrc.no no later than 22nd November 2025 at 15:00 p.m. Nigeria time. Late submissions will not be considered.

The application should be titled: “41/NRC-NAT/NG/2025 – Video Documentary – Driving Durable Solutions and Strengthening Localisation” in the e-mail subject.

In case you have any questions regarding this consultancy, please direct them to: NG.procurements2@nrc.no /+2348025554645

Only short-listed/Successful applicants will be contacted

13. Key Messages and Tone Guide

The documentary should convey a tone of empowerment, collaboration, and dignity. It must avoid portraying communities or partners as passive recipients of aid. NRC avoids language like ‘building capacity’ and uses instead “strengthening partners.”

Core Messages:

“Localisation is not a slogan—it’s a shift in power, trust, and leadership.”

“NORAD’s support is strengthening local expertise and community resilience across Nigeria.”

“Together with local partners, NRC is helping displaced people move from crisis to recovery.”

“Change happens when communities lead and partners listen.”

Tone and Style:

Warm, hopeful, and human-centred.

Authentic voices—community, partner, and staff perspectives.

Visual storytelling that captures context, not just activity.

Balanced mix of emotion, fact, and evidence.

Amplifying a balance of gender and youth.