



## **Participatory Ecological Land Use Management (PELUM) Kenya**

### **TERMS OF REFERENCE (TOR)**

#### **VIDEOGRAPHY**

##### **1.0 INTRODUCTION OF PELUM KENYA**

Participatory Ecological Land Use Management (PELUM) Association is an indigenous African network with over 253 Civil Society Organizations (CSOs) from 14 African countries: Kenya, Uganda, Tanzania, Zambia, Zimbabwe, Lesotho, Botswana, South Africa, Malawi, Swaziland, Rwanda, Burundi and Democratic Republic of Congo (DRC). PELUM Association Regional Secretariat is based in Kampala, Uganda. PELUM Kenya is a national network comprising 63 member organizations in 47 Counties. Currently, the 63 members of PELUM Kenya are distributed in the four (4) PELUM Kenya zones: Nairobi and Central, Rift and Western, Lower Eastern and Coast, Upper Eastern and Northern Region.

The vision of PELUM Kenya is to empower prosperous and healthy communities in Kenya. The Mission is to promote agroecological principles and practices through member organizations for Kenya's sustainable livelihoods of smallholder farmers and pastoralist communities. However, it is essential to note that PELUM Kenya does not work directly with the farmers but through the member organizations.

##### **2.0 BACKGROUND AND SCOPE OF THE WORK**

PELUM Kenya is Organizing a 2-Days hybrid [National Agroecology Symposium](#) on 10th and 11th July 2025 in Nairobi Environs (Venue TBD). PELUM Kenya is seeking for a service provider to provide Videography and Livestream on Facebook & YouTube for the two (2) days.

## **The key deliverables for Videography:**

1. Available for the assignment on 10th and 11th July 2025 in Nairobi Environs (Venue TBD)
2. Livestream Video documentary in the finest with creative design (logos and titles) in 5 halls and the exhibition area (main conference area, exhibition area and 4 plenary sessions happening concurrently in different halls for the 2 days).
3. Ensure the presentations and proceedings are captured in the videos and livestream. PELUM Kenya will assign a staff to ensure the presentations and captions of presenters are well captured.
4. Provide one 65 inch TV screen or display complete with Tripod and 4k Display to showcase the livestream at the Exhibition area.
5. Document and at least eight (8) short video clips of 2 minutes each with specific pitch messages on agroecology for social media use and campaigns. The clips will be done at the venue of the National Agroecology Symposium with the guidance of the Advocacy Department.
6. High-Definition edited and raw video format including QuickTime and MP4 in a USB that PELUM Kenya
7. PELUM Kenya will also need the soft copies of the photos and videos transferred to a USB (purchase the USB and deliver to PELUM Kenya Offices)

### **3.0 DURATION OF ASSIGNMENT**

The assignment will be done on 10<sup>th</sup> and 11<sup>th</sup> July 2025 in Nairobi environs with final deliverables to be completed within 10 working days.

### **4.0 LOGISTICAL SUPPORT**

The production company will quote for professional fees and all the logistics that entail airtime, travel and accommodation. PELUM Kenya will only cater for meals during the event proceedings on 10<sup>th</sup> and 11<sup>th</sup> July 2025. PELUM Kenya will share contacts of people who will be engaged for the assignment.

### **5.0 REQUIREMENTS FOR THE ASSIGNMENT**

1. Provide the firm's profile detailing organization charts and CVs of key technical staff who will deliver the project, clearly indicating technical skills, academic qualifications, and years of experience.
2. Having at least five years of experience working in a similar field as PELUM Kenya is seeking
3. Provide three (3) examples of similar films and documentaries produced.
4. Proven experience producing agriculture-related documentaries/conferences/symposiums focused on farmers, extensionists, and local and international audiences. (Provide evidence-link)
5. Excellent technical capacities- state-of-the-art filming and post-production equipment in High Definition. (Provide evidence)
6. Provide a competitive fee quote to perform the assignment separating the costs for Videography and Photography
7. Share KRA PIN and Compliance Certificate
8. Company CR 12

If you are interested in the above assignment/work and can demonstrate your ability to meet the qualifications required and submit the deliverables within stipulated timelines, then submit your expression of interest with the documents as mentioned above to [procument@pelumkenya.net](mailto:procument@pelumkenya.net) copied

to [events@pelumkenya.net](mailto:events@pelumkenya.net) by **2<sup>nd</sup> June 2025** with the subject heading: **Quotation for Symposium Videography**