



Participatory Ecological Land Use Management (PELUM) Kenya

TERMS OF REFERENCE (TOR)

VIDEOGRAPHY & PHOTOGRAPHY

1.0 INTRODUCTION OF PELUM KENYA

Participatory Ecological Land Use Management (PELUM) Kenya is a national network of Civil Society Organizations and NGOs working with smallholder farmers and pastoralist communities to promote agroecological principles and practices for sustainable livelihoods. The network is the Kenyan chapter of the PELUM Association, a regional movement founded in 1995 that brings together over 280 member organizations across 14 African countries. PELUM Kenya has grown steadily and currently comprises 68 active Member Organizations distributed across four operational zones: Nairobi and Central, Rift and Western, Lower Eastern and Coastal, and Upper Eastern and Northern Kenya. Through this member-driven structure and strong grassroots presence, the network promotes collaboration, shared learning and collective action to advance ecological land use management and sustainable food systems.

Vision: Empowered, prosperous, and healthy communities in Kenya.

Mission: To champion agroecological principles and practices for sustainable and resilient livelihoods among small holder farmers, pastoralists and fisherfolks.

2.0 BACKGROUND AND SCOPE OF THE WORK

PELUM Kenya is seeking a qualified consultant/production company to document and share youth and women-led agroecology practices and success stories across selected counties, namely Kisumu, Vihiga, Kakamega, Nakuru, Machakos, and Kiambu, from 8th June to 13th June 2026.

The assignment aims at capturing inspiring agroecology initiatives, innovations, enterprises, and success stories led by youth and women farmers, agripreneurs and community groups supported through PELUM Kenya. The stories and visual content generated will be used for advocacy, knowledge sharing, learning, donor visibility, and digital campaigns across PELUM Kenya communication platforms.

The key deliverables for Videography:

1. Available for the assignment from 8th June to 13th June 2026, covering Kisumu, Vihiga, Kakamega, Nakuru, Machakos, and Kiambu Counties.
2. Produce a high-quality 20–25 minutes documentary video highlighting youth and women-led agroecology practices and success stories across the selected counties.
3. Conduct professional interviews with selected beneficiaries.
4. Capture high-resolution professional photographs of agroecological practices, enterprises, and demonstrations.
5. Produce at least two (2) short video clips of 1–2 minutes each, tailored for social media campaigns and digital storytelling.
6. Ensure all videos include appropriate branding elements, subtitles, captions, transitions, and creative storytelling techniques.
7. Provide both edited and raw video footage in high-definition formats, including MP4 and QuickTime.
8. Submit professionally edited photos in both high-resolution and web- and social-media-optimized formats.
9. Work closely with the PELUM Kenya Communications team to ensure that all content aligns with the organization’s branding and messaging guidelines.
10. PELUM Kenya will also need the soft copies of the photos and videos transferred to a USB (purchase the USB and deliver it to PELUM Kenya Offices).

3.0 DURATION OF ASSIGNMENT

The assignment will be conducted from 8th June to 13th June 2026, comprising four (4) working days and two (2) travelling days in Kisumu, Vihiga, Kakamega, Nakuru, Machakos, and Kiambu Counties. Final deliverables shall be submitted within ten (10) working days after completion of the field assignment.

4.0 LOGISTICAL SUPPORT

PELUM Kenya will only facilitate transport and coordination support during the assignment period. The consultant shall be responsible for all other costs, including accommodation, meals, and any incidental expenses.

5.0 REQUIREMENTS FOR THE ASSIGNMENT

1. Company/Consultant profile detailing organizational structure and CVs of key technical personnel assigned to the assignment.
2. At least five (5) years of demonstrated experience in videography, photography, and documentary production.
3. Proven experience in documenting agriculture, agroecology, climate resilience, youth empowerment, and women empowerment initiatives.
4. At least three (3) samples/links of similar documentaries, photo stories or assignments previously undertaken.
5. Evidence of technical capacity, including professional filming, photography and editing equipment.
6. A detailed financial quotation clearly indicating professional fees and any related costs.
7. Valid KRA PIN and Tax Compliance Certificate.
8. Company registration documents, including CR12 (for firms).

If you are interested in the above assignment/work and can demonstrate your ability to meet the qualifications required and submit the deliverables within the stipulated timelines, then submit your expression of interest with the documents as mentioned above to procument@pelumkenya.net by **31st May 2026** with the subject heading: *“Consultancy for Videography & Photography - Documentation of Youth and Women-led Agroecology Success Stories.”*