



Request for Proposals for a Film

Positive Masculinity in Democratic Republic of the Congo

A documentary featuring Youth Clubs Against Violence in Kinshasa

The deadline for proposals is Friday, September 20, 2019.

1. CONTEXT

Youth Clubs Against Violence (YCAV) is a four-year pilot project developed by Promundo-US and Living Peace Institute and funded by the Swedish Embassy in Kinshasa, Democratic Republic of the Congo (DRC), aiming to prevent boys and adolescents aged 10 to 19 from joining violent groups – or gangs – in the communities of Bumbu, Makala, and Kintambo. The groups are conducted with both boys and girls.

The project is implemented in partnership with: REEJER, AED and CONEPT with the support of the Technical Advisory Group (TAG) composed of key stakeholders in the field, including relevant ministries (Ministry of Education; Business; Gender, Family and Children; Youth), institutions (Police), organizations (international and local NGOs and UN agencies), and local authorities.

The goal of the project is to reduce the number of young people (aged 10-19) who join violent groups or the "Kuluna". Specifically, it aims to:

- **At the individual level:** reduce attitudes that support violence and increase gender-responsive attitudes and behaviors among boys, girls, and adolescents (10-19 years old) participating in education groups in three targeted municipalities.
- **At the community level:** schools and community centers for "street children", where the project is implemented, create a supportive environment to prevent children and adolescents from joining violent groups.
- **At the institutional level:** targeted Congolese NGOs, schools, institutions, and relevant ministries sustain the program and implement supportive policies to prevent and respond to the recruitment of children and adolescents by violent groups.

2. OBJECTIVE

This film, outlined here, will be part of an awareness campaign that the Living Peace Institute is implementing to reinforce the messages and changes experienced by the Youth Clubs against Violence participants, and to create an environment in which there is reduced membership in violent groups. The film will highlight the process of transformation that the youth have undergone as participants in the groups, and it will be broadcast on local television, as well as in various national, and international meetings and conferences.

The main objectives of this film include:

- Using a lens of positive masculinity to challenge harmful gender norms that drive young people to assert themselves in a negative way, as well as to mobilize young people, parents, and the communities which

are directly affected by the various problems due to violence, to improve and change their situation; and transform harmful masculine norms more broadly. Specifically:

- At individual level, support young people to embrace and sustain the positive changes they have experienced by participating in the groups.
- At family and community level, increase support and commitment to provide a healthy, safe and protective environment for these young people.
- At the institutional level, enable schools, youth centers, and institutions to understand relevant concepts regarding gender, youth, and security and to ensure that policies and programs are developed support the reduced recruitment of young people to the Kuluna.
- Broaden the messages, to shift public opinion on topics related to peace, the promotion of gender equality in the community of Kinshasa and beyond, reaching between 500,000 and 1 million people, including young people, families, community members, local leaders, specifically targeting young people in Kinshasa and in DRC more broadly.

3. TARGET

Youth themselves are a primary target (10-19 year-olds) for the film, alongside parents, guardians, staff in youth centers, schools, local authorities and leaders, police as well as other members of the population of Kinshasa, DRC. This film should also raise awareness of the approach, and inform local, regional, national and international actors on good practices of the methodology on positive masculinity.

4. APPROACH

- The film will focus on the testimonies and the stories of the former project participants, their parents, young men and women, and the community members directly affected by various problems due to violence, it should highlight the harmful norms of gender that negatively influence boys and girls, as well as positive stories of change of resistance.
- The selection of success stories will be done in a delicate manner with the support of the local team as well as project implementation partners in order to choose the best story to popularize in the film based on the transformative approach.

5. STEPS TO CREATE THE FILM

The selected agency can be guided by the following key steps:

1. **Background reading:** Living Peace Institute (LPI) and Promundo-US will share relevant background information about the project, as well as stories of change, featuring both male and female participants.
2. **Workshop:** A workshop will be organized with the agency and other key persons to develop a draft script, general summary of the film, including the exact scenes, key messages from the youth (boys and girls), the staging, and how to ensure continuity of the film. It should be noted that (1) participants / people who are likely to be filmed should attend the workshop to facilitate the selection of key people to be featured in the film; 2) the agency is responsible for obtaining the consent of all persons filmed (form to be signed by LPI / Promundo), as well as that of a parent or guardian if the person is under 18 years of age.
3. **Making Contact:** On the basis of the plan created and the validated script, the agency will make contact and arrange logistics in collaboration with the LPI and Promundo-US communications teams. Then, the agency should deliver a plan for the filming.

4. **Filming:** The shooting (including taking at least 20 high-quality action and headshots alongside conducting field interviews with the participants and partners involved in the project). At the end of the shooting, the agency will send a transcription of the content/script in French and English before editing for review and approval. To note: no YCAV groups will be ongoing at the time of filming, so the agency may need to set up a dramatization of a group, or rely on field interviews in order to capture the relevant footage.
5. **Finalization:** After having gathered the feedback of the Living Peace Institute and Promundo-US teams on the first version of the film, the agency will integrate the necessary changes, receive additional feedback as needed, and finalize. The consultant will send the video and the final script in English and French.
6. **Delivery of final products:** The documentary film (on DVD) (the agency proposes the duration of the documentary film and teaser according to the technical bases) – a version with French subtitles, Lingala subtitles, and with English subtitles; the final script in French and English; The short promotional video (on DVD media) with all associated subtitles; Pictures taken with a resolution of 300 DPI, A4 format, TIFF or EPS format.

6. TIMELINE

The total duration of the production of the film must not exceed 45 days according to the schedule below, and must be completed and delivered by December 31, 2019.

7. DELIVERABLES

After agreement on the final version of the documentary film, the selected provider will deliver to the coordination of the project:

- A draft script, outreach plan for the full film and summary (30 minutes maximum, 5 minutes maximum respectively).
- Five copies of the 30-minute film and the 5-minute summary, with a label bearing the name of the project, the logos of the partners, the year of production, in each of the following formats: 1080i high-definition DVD, low-definition CD (MPEG1 video format, approximate size 352 x 288), and video scripts in electronic format (in English and French).
- Two copies, in DVD format as well as .zip files of 'image and sound bank' including all comments, images, interviews; and high-resolution photos saved as TIFF or EPS, with RGB color.
- The agency must be in full compliance with the legislation in force concerning obtaining the right to the image (to sign permissions before filming, photography etc.). The agency should deliver all signed consent forms at the completion of the project.

8. PROFILE OF AGENCY

The agency must:

- Has proven experience in producing documentary films;
- If not based in Democratic Republic of the Congo (DRC), have contextual awareness and historical background of Kinshasa, DRC;
- Has proven experience in filming youth (under age 18); and
- Expertise in gender studies preferred.

The following are not eligible to participate in this consultation:

- Companies in legal redress or liquidation.

9. TECHNICAL AND FINANCIAL PROPOSALS

The agency will submit a creative technical proposal and a financial proposal for the production of the film.

The overall budget of the consultancy must include all costs, with total amount under \$40,000 USD. Proposals will be evaluated based on quality as well as cost effectiveness.

The technical proposal must include information on how the agency will approach the project and include:

- **Technical capacities:** An explicit description of what equipment will be used to create the film.
- **The team/human resources:** The profiles and qualifications of the key staff who would work on the film and their roles.
- **Approach:** An overview of the process the agency will undertake to ensure the methodology of journalistic work (planning, collection of information in the field, editing, mixing). This should include a plan for how to engage with, and obtain consent for working with and filming children (under age 18).
- **Timeline:** A detailed timeline including for planning phases, travel, filming, and final delivery (to be completed by December 31, 2019).
- **Justification:** If the agency or its team members are not based in or from DRC, please include an explanation as to how the agency will ensure the film is culturally appropriate. These stories should not be told from a Western lens, but should be told from a strengths-perspective that is locally owned and created.
- **Work samples:** Include 2-3 examples of previous films produced, which are most relevant (in style, tone, and/or focus) to this project.

The financial proposal should be comprehensive, specifically taking into account:

- **Pre-production** (script writing, preparation, etc.);
- **Production** (reporting, management processes, etc.);
- **Post-production** (editing, mixing, etc.);
- **Travel** (transportation, insurance, accommodation and food during filming must be included in the financial proposal);
- **Translation:** (1) the Agency must be able to translate into Lingala, French and English; (2) The final films should be produced in three versions, with subtitles in Lingala, French and English.

Please send a technical proposal, inclusive budget, and up to three creative samples that are relevant to this project to a.hassink@promundoglobal.org; d.syauswa@promundoglobal.org, and to n.shabani@livingpeaceinstitute.org by Friday, September 20, 2019 at 23:59 (in DRC).