



## **ToR for Developing a Video and Fact Sheet on “What You Need to Know About Mountain Gorillas/Know Your Gorillas”**

### **Background and Introduction**

The International Gorilla Conservation Programme (IGCP) is a unique coalition of Conservation International (CI), Fauna & Flora International (FFI) and WWF – [www.igcp.org](http://www.igcp.org). IGCP operates in the three countries that share the habitat of the mountain gorillas; Democratic Republic of Congo (DRC), Rwanda and Uganda, and works in close partnership with the Protected Area Authorities of the three countries (Rwanda Development Board, RDB in Rwanda; Institute Congolais pour la Conservation de la Nature, ICCN in DRC; Uganda Wildlife Authority, UWA in Uganda) and the umbrella mechanism for transboundary collaboration through the Greater Virunga Transboundary Collaboration. IGCP also works in partnership with governments, Civil society and park edge communities surrounding mountain gorilla parks.

Engagement with several IGCP audiences over the years has helped in creating awareness, deepening knowledge and understanding mountain gorilla conservation and the IGCP programme. However, several information gaps have been observed overtime especially about the general lack of basic information about mountain gorillas e.g. population, location, different subspecies, behavior and movement patterns, life span etc.

This limited knowledge challenges effective involvement of the different audiences in IGCP work. Although several scholars and conservationists have written about mountain gorillas, it seems the information hasn't been readily available to people. This coupled with the poor reading culture of people in the region, the information gap hasn't been effectively filled.

In Dec 2021, IGCP interacted with several tour operators and guides in Rwanda and Uganda and it was absurd and shocking to hear the misconceptions about gorillas that they had and the basic questions that they hungrily asked about mountain gorillas. One couldn't help wondering how and what they tell their tourist clients who reach out asking for information about mountain gorillas ahead of their visits. Some tour operators were honest enough to admit their lack of adequate knowledge on mountain gorillas and requested IGCP to develop kits, fact sheets, videos with general information about gorillas e.g. “Frequently Asked questions”.

It is upon this background that Communications and Advocacy seeks to hire the services of consultant to develop a short video and fact sheet with general information about mountain gorillas.

## **Purpose/Objectives**

1. Create awareness and deepen understanding about mountain gorillas - (facts about gorillas – sub-species, population, location, behavior, movement/home range, diet, sizes, threats, family hierarchy, number of gorilla groups, conservation status, rules, life stages – Infant – juvenile, gestation period, etc)

## **Planned Actions**

- Research/reading of available content on mountain gorillas.
- Interviews with key scientists and conservationists.
- Draft a video script to guide the production of the video
- Develop a fact sheet about mountain gorillas

## **Coverage and Methodology**

The consultancy will cover and or be conducted in and around the Virunga Massif and Bwindi Impenetrable National Park where IGCP operates. Methods employed will include but not limited to; research and reading of available content on mountain gorillas and interviews with key scientists and conservationists.

## **Expected Out Puts**

- High quality videos (10 & 5 mins) about mountain gorillas capturing all the key information above and more.
- A well-researched and written fact sheet about mountain gorillas

## **Duration.**

The assignment is expected to take –no more than two (2) months starting from the day the contract agreement is signed. The consultant will share the draft fact sheet, video script and videos with IGCP to allow for review, comment and in-put before final production and submission.

## **Supervision and Coordination.**

The consultant will work closely with the IGCP Advocacy and Communications Manager alongside the Communications Officer.

## **Required Expertise**

The consultant(s) MUST have qualifications in Videography, Mass communications or journalism, with highly proven skills and experience in video production and writing related documents.

## **How to Apply**

The prospective consultant(s) shall present a detailed CV along with a technical proposal (not exceeding six pages, exclusive of CV as appendix) that will include the understanding of the assignment, a detailed methodology and timeline (availability), level of effort and qualifications. The application should include a financial proposal that includes direct and indirect costs inclusive of all required taxes. Financial proposal should be prepared in USD.

In addition, the applicant shall present together with the above, copies of related accomplished consultancy work in the past.

Interested consultant (s) should submit their applications to [procurement@igcp.org](mailto:procurement@igcp.org) copied to [info@igcp.org](mailto:info@igcp.org) not later than 30<sup>th</sup> March 2022, 5pm CAT.