



ToR for Developing a Short Video - FACTS ABOUT MOUNTAIN 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 . 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 of mountain gorilla conservation and the IGCP programme. However, some information gaps have been observed over time especially about the general lack of information about mountain gorillas e.g. population, location, different subspecies, behavior and movement patterns, life span etc.

The Challenge

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

Since 2022 IGCP has been interacting with several tour operators and guides in Rwanda and Uganda, and it’s been shocking to hear the misconceptions they have about mountain gorillas and the basic questions that they curiously ask about mountain gorillas. One can’t help wondering how and what they say while marketing the mountain gorilla tourism product to their clients. Some tour operators have been honest enough to admit their lack of adequate knowledge on mountain gorillas and requested IGCP to conduct training, develop information kits and videos with general information about mountain gorillas.

It is upon this background that Communications and Advocacy seeks to hire the services of a consultant to develop a short video about mountain gorillas – **Facts about Mountain Gorillas.**

Purpose/Objectives

1. Create awareness and deepen understanding about mountain gorillas - (facts about gorillas – sub-species, population, location, identification, 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 5 min video 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; fieldwork, research and reading of available content on mountain gorillas and interviews with key scientists and conservationists. The scientists and conservationists will be identified by both IGCP and the consultant.

Expected Out Puts

- High quality video (5 mins) about mountain gorillas capturing all the key information above and more.

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 a video script before the commencement of the video and later the draft video 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 Expert 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.

How to Apply

The Applicant 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 proposals 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 Applicants should submit their applications to procurement@igcp.org copied to info@igcp.org by 5pm COB 15th Feb 2024.