

Terms of Reference (ToR)

Production of IFDC Strategy 2026–2035 Explainer Video

1. Background

The International Fertilizer Development Center (IFDC) is finalizing its Strategy 2026–2035, which outlines the organization’s long-term vision, mission, goals, and strategic pillars for impact in global food security, soil health, climate resilience, and sustainable agricultural development.

To ensure wide and effective dissemination of the strategy, IFDC seeks the services of a professional communications consultant or production agency to create a high-quality **three-minute explainer video**. The video will combine **existing IFDC footage, interviews (if needed), and stock footage**, and will visually present the essence of the strategy in a clear, compelling, and brand-consistent manner.

Access the Request for Proposals here: <https://ifdc.org/request-for-proposals-production-of-ifdc-strategy-2026-2035-explainer-video/>

2. Purpose

The purpose of this assignment is twofold:

1. **Develop a concise, engaging script** that accurately reflects IFDC’s strategy and effectively communicates the organization’s mission and priorities.
2. **Produce a professional, polished three-minute live-action explainer video** that integrates IFDC archival content, stock footage, motion graphics, and brand-aligned visual storytelling.

3. Scope of Work

The work is divided into **two components**:

Part 1 — Scriptwriting Support

The consultant/agency will:

3.1 Script Development

- Review the IFDC Strategy 2026–2035 draft materials, including summaries, infographics, and messaging frameworks.
- Hold up to **two virtual consultations** with IFDC’s Global Corporate Communications Manager and Strategy Core Team to understand key messages and target audiences.
- Develop a **full narrative script (2.5–3 minutes)** that reflects:
 - IFDC’s vision and mission for 2026–2035
 - Strategic priorities and program pillars
 - Cross-cutting themes (e.g., climate resilience, gender, policy, partnerships)
 - IFDC’s global footprint and impact stories
 - Script will be translated to French by IFDC
- Provide two rounds of revisions based on IFDC feedback.

3.2 Voiceover Guidance

- Draft voiceover text that is clear, action-oriented, and suitable for narration.
- Recommend narration style and tone (e.g., authoritative, inspirational, storytelling-led).
- Assist with voice talent selection.
- Voiceover will only be in English.

Part 2 — Video Production and Development

The consultant/agency will:

3.3 Pre-Production

- Develop a **visual treatment** and mood board aligned with IFDC brand guidelines.
- Create a **detailed shot list**, indicating where IFDC footage, stock footage, or motion graphics will be used.
- Integrate IFDC brand colors, typography, and iconography.

3.4 Production

- Review, organize, and incorporate IFDC-provided footage and photos.
- Source high-quality stock footage (licensed for global, perpetual institutional use).
- Integrate ambient or thematic background music (royalty-free or licensed).

3.5 Post-Production

- Edit and assemble a polished **3-minute live-action video**.
- Add **light motion graphics** (lower thirds, map overlays, icons, data points) to clarify complex concepts.
- Color-correct and enhance archival IFDC footage as needed.
- Ensure full alignment with IFDC brand and tone.
- Provide subtitles in **English** and **French (to be translated by IFDC)**.
- Deliver two rounds of revisions based on IFDC feedback.

4. Deliverables

Scriptwriting

- One full narrative script.
- Two revised versions following feedback.
- Final approved script for production.

Video Production

- A visual treatment and mood board.
- Draft video (Version 1) for review.
- Revised video (Version 2) following incorporated feedback.
- Finalized **3-minute explainer video**, delivered in:
 - Full-resolution 1080p or 4K
 - Web-optimized MP4
 - Subtitled versions
- All licensed assets and editable project files (e.g., Adobe Premiere, After Effects) if included in proposal.

5. Timeline

The expected duration of the project is **6–8 weeks** from contract signature.

Indicative Milestones:

- **Week 1:** Kick-off meeting; receipt of background materials
- **Weeks 1–2:** Script drafting and approval
- **Week 3:** Visual treatment and pre-production
- **Weeks 4–5:** Production (footage selection, voiceover, music, draft editing)

- **Week 6:** First cut submitted
- **Week 7:** Feedback and revisions
- **Week 8:** Final delivery of all assets

6. Budget Range

The cost proposal should include:

- Scriptwriting fees
- Production and editing fees
- Licensing for stock footage, music, and voiceover (if applicable)
- Two rounds of revisions
- Delivery of final and source files

The budget should be presented with clear line-item breakdowns.

7. Qualifications

The consultant or agency must demonstrate:

- Proven experience creating development-sector explainer videos
- Strong storytelling and scriptwriting skills
- Expertise in live-action and mixed-media video production
- Ability to work with archival footage and integrate stock content
- Familiarity with international development, agriculture, or science communication preferred
- Fluency in English; French capability is a plus

8. Reporting

The consultant/agency will report to the **Global Corporate Communications Manager** and collaborate with the **Strategy Core Team** for content accuracy and message validation.

9. Budget and Payment Terms

Budget Range

The indicative budget for this assignment is **\$10,000 – \$15,000 USD**.

- This amount is inclusive of all costs, including but not limited to: scriptwriting, stock footage licensing, professional voice-over, music licensing, motion graphics, and up to three (3) rounds of revisions.

- Bidders are encouraged to provide a detailed breakdown of costs per component (Scripting vs. Post-Production) to demonstrate value for money.

Payment Terms

- 50% on approval of design concepts.
- 50% on delivery and acceptance of final files.

10. Submission Requirements

Submissions must include:

- Proposed approach and methodology
- Work plan and timeline
- Financial proposal with detailed cost breakdown
- Portfolio of previous video projects (relevant samples required)

11. Evaluation Criteria

- Technical Approach & Creative Vision: 35%
- Portfolio & Relevant Experience: 30%
- Cost-Effectiveness (Value for Money): 20%
- Project Management & Timeline: 15%