TERMS OF REFERENCE (TOR)

FOR

A CONSULTANT TO UNDERTAKE A VIDEO DOCUMENTARY ON THE INFRINGEMENT OF PEOPLE’S RIGHTS AND ABUSE OF LAWS AND NORMS IN THE COCOA VALUE CHAIN

Project Title: Fair for All

Organization: SEND GHANA

Duration: 21 working days from signing of contract

Brief Background to the Fair for All

Ghana is currently the second largest producer of cocoa in the world, accounting for about 20% of the share of the world’s cocoa, behind Cote d’Ivoire which accounts for about 40% of total world production. The contribution of the cocoa industry to the Ghanaian economy is significant, employing approximately 800,000 farm families and generating $2 billion annually through foreign exchange of export.

Nevertheless, global trade rules and the cocoa primary commodity value chains fuel inequality within and between countries and undermine economic opportunities for millions of women and men. In Ghana, mentions can be made of low wages for farm workers and the debatable subject of child labour in the cocoa sector.

In a bid to address these human rights abuses and related inequalities in business practice, the UN Guiding Principles on Business and Human Rights (UN Guiding Principles) to which Ghana is a signatory provides a set of guidelines for governments and companies to prevent, address and remedy human rights abuses committed in business operations. Specifically, the principles are hinged on the state’s duty to protect human rights, the corporate responsibility to respect human rights, and access to remedies for victims of business-related abuse.

To this end, the Fair4All project is aimed at building the capacity of civil society to advocate more inclusive and sustainable trade in value chains of cocoa production, petroleum and mining that respects human rights, protects the environment and promotes women’s economic empowerment.

1World Cocoa Organization, 2018
2https://www.asokoinsight.com/content-market-insights/ghana-cocoa-value-chain
In a bid to meet the objective of the project, this documentary seeks to expose the infringement of people’s rights and abuse of laws in the cocoa value chain and call on related stakeholders to adopt measures to address documented infringements and abuses.

A. Objectives of the Consultancy

To produce 3 short-videos (maximum of five minutes each) and a separate merged one on the infringement of rights and abuse of laws in 3 cocoa growing communities. SEND will aid the identification of these instances of abuse in cocoa growing communities.

B. Scope of Consultancy Services

The main services to be undertaken by the consultant include, but not limited to the following

1. Hold a briefing/orientation meeting with SEND GHANA to gain an understanding of the assignment and list of sites. The videos will be undertaken in 3 communities within the Eastern, Central and Ashanti or Western regions.
2. Present a brief storyline that will speak to the consistency and flow of documented abuses.
3. Present three (3) videos (with English subtitles) and a merged version to SEND GHANA for review and validation.
4. Produce final videos with addressed comments from the review where necessary.

C. Expected Outputs / Deliverables

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Deliverables/Outcome</th>
<th>No. of Days</th>
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</thead>
<tbody>
<tr>
<td>Preparation phase, including inception report</td>
<td>Inception report</td>
<td>2 days</td>
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<tr>
<td>Fieldwork</td>
<td>-</td>
<td>6 days</td>
</tr>
<tr>
<td>Submit 1st draft of 3 videos for feedback from SEND GHANA</td>
<td>1st Draft videos</td>
<td>7 days</td>
</tr>
<tr>
<td>Submit 2nd draft of videos for feedback from SEND GHANA</td>
<td>2nd Draft videos</td>
<td>3 days</td>
</tr>
</tbody>
</table>
Submit final versions of videos including the merged one.

4 high resolution videos of documented infringement of human rights and abuse of laws

3 days

Estimated Total Number of days

21 Days

D. Timeframe

The consultant is expected to complete the assignment in **21 working days** after the contract has been signed.

E. Required Expertise and Qualifications

- The Communications Consultant / Company should possess at least 3-5 years of professional experience in producing documentary works relevant/reating to the cocoa sector.
- Appreciates gender and women empowerment issues.
- Possesses strong interpersonal and networking skills.
- Has the ability to work within a limited time frame.

F. Intellectual Property

All information pertaining to this project (documentary, audio, project documents) that the firm may come into contact with, during the performance of its duties under this consultancy shall remain the property of SEND GHANA. Thus, SEND GHANA has exclusive rights over their use. Except for the purposes of this assignment, the information shall not be disclosed to the public nor be used without the written permission of SEND GHANA. National and international copyright laws will be applied in cases where these provisions are flouted.

G. Reporting

The consultant will report to the SEND GHANA team on all issues related to the consultancy.
H. EXPRESSION OF INTEREST

The Consultant should express his/her interest in this call by submitting an invoice and a sample clip (1-5 minutes) of a recent documentary to SEND GHANA via electronic mail to info@sendwestafrica.org or hard copies to:

SEND GHANA Office
A28 Regimanuel Estates,
Nungua Barrier
Accra

This consultancy work should not exceed GHC 40,000.

All documents should be submitted latest by close of work on Friday, 21st October 2022. Only selected candidates will be contacted.

SEND GHANA is an equal opportunity employer. Hence, women are encouraged to apply.