



Clean Cooking Association of Kenya
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CONSULTANCY FOR THE DEVELOPMENT OF DOCUMENTARY SERVICES AND STORIES OF CHANGE TO CCAK.

TERMS OF REFERENCE

Organization	Clean Cooking Association of Kenya (www.ccak.or.ke)
Project	CCAK Collaboration
Position type	Consultancy
Study/Assessment	Development CCAK Documentary and the Stories of Change
Duration	1 Month
Reporting to	Chief Executive Officer
Working with	Communication Officer
Starting date	1 st November 2021
Application deadline	Friday 22 nd October 2021

ORGANISATIONAL CONTEXT

Clean Cooking Association of Kenya (CCAK) is a professional association comprising representatives from government, academia, private sector, donor agencies, NGOs and individuals active in the clean cooking sector. The Association was formerly registered in 2013 with a mission to facilitate the scaling up of the clean cooking Solutions in the Kenyan markets. CCAK strives to build solidarity amongst relevant stakeholders and create effective partnerships to ensure that the use of clean cookstoves and fuels is the norm in Kenyan households and institutions. The goal of CCAK has been to facilitate the increase in adoption of clean cookstoves and fuels to five (5) million households in Kenya by 2020 through the below key objectives:

- Strengthening partners' collective concerns on issues of clean cookstoves and fuels for the creation of appropriate policies, implementation strategies and regulatory frameworks.
- Facilitating the transfer of local and global knowledge and skills on clean cookstoves and fuels to Kenyan stakeholders.
- Enhancing demand, strengthening supply and creating an enabling environment for the clean cookstoves and fuels market.

CCAK work is aligned to the five key sector pillars of engagement; **Representation and advocacy, Membership and member-oriented services, Standards and technical issues, Knowledge and information management, Institutional Strengthening and Resourcing.** These pillars have assisted in coordinating the sector issues and designing

appropriate policy, regulations and sector actions to enhance the growth of the sector businesses, through this, CCAK has been recognised as the sector champion influencing a suitable market environment and capacity development of its members and other stakeholders, enabling them to cause universal adoption of clean and efficient cooking solutions in Kenya.

1. ABOUT THE CLEAN COOKING WEEK

CCAK has over the time has continued to support the clean cooking agenda, advocate for the adoption of clean cooking technologies; and create an enabling environment for the clean cooking sector since her interception in 2012. Last year, CCAK was able to hold the first clean cooking week in September 2020 through support by Hivos under the green and inclusive energy programme. The clean cooking week focused on women and clean cooking.

This year, CCAK is organizing for the second Clean Cooking Week with an aim to promote renewable energy especially clean cooking, through awareness creation on clean cooking solutions and advocating for clean cooking agenda consideration at the national and county level. This will involve discussions with sector stakeholders; knowledge sharing, media engagement to create awareness and increase publicity that is geared towards accelerating access to clean cooking by 2028.

The theme for the week is *“Renewing the Clean Cooking Focus- Tapping into the nexus of Clean Cooking Energy Innovation space.”*

2. OVERVIEW AND OBJECTIVE

The objective of the project is to produce a 5–10-minute video of Stories of Change and a documentary film on the clean cooking week highlighting best approaches, best practices, achievements and real impacts in the project focal areas.

3. SCOPE OF THE ASSIGNMENT (Documentary)

Under the guidance of the Communication Officer, the consultant will be expected to develop and implement the project as per the below deliverables.

- Develop a narrative concept and scenario for the video documentary;
- Interview selected interviewees for the film who will include actual beneficiaries, government officials, Implementing Partners and key program staff.
- Develop the documentary script and storyboard to be used in the film.
- Perform appropriate video filming and shoot interviews with the project’s major stakeholders.
- Produce two short documentaries of 12-15 minutes and summary promotional for 60 seconds long in high definition (HD). The 60 seconds documentary shall be an edited down version of the same footage to spark the viewer’s interest to watch the longer version.
- Present a short, precise and informative draft documentary to the CCAK Communications Office for review and validation.

- Produce a FINAL documentary film and a promotional short video.

Deliverables

- Meeting with project partners;
- Submit a draft storyboard and script for the documentary to CCAK for approval before filming;
- Submit a final storyboard and script after integrating CCAK input;
- A draft documentary presented to CCAK for review and comments;
- Present the complete documentary versions, and hand over at least 10 master copies on flash disk format and 2 copies of raw footage.
- The complete documentaries should include a short promotional version (60 seconds) and a 12-15 minute longer version.
- The final production quality of the video shall be approved by CCAK before multiple productions.

4. SCOPE OF THE ASSIGNMENT/ DELIVERABLES (Stories of Change)

Under the guidance of the Communication Officer, the consultant will be expected to develop and implement the project as per the below deliverables.

- Develop the stories of change video's overall concept and work-plan based on the above-mentioned assignment objectives, inclusive of gender sensitivity dimensions.
- Develop the script and submit for approval by CCAK before production.
- Secure voice-recording, music selection with any necessary permissions, scene and graphic development and draft layout of each of the animated videos.
- Present draft edited videos developed without subtitles to the CCAK team for review and revise the materials accordingly, based on the feedback received.
- Finalize the stories of change as according to the feedback provided CCAK
- Develop the written copy of the stories of change in print copy also for final review.
- Create promotional material (electronic flyer design, graphics, video teasers, etc) to endorse the release of each of the videos and overall series.
- Finalise and submit final Witten and video (with English subtitles) format of the stories and associated promotional material in appropriate electronic file formats i.e. acceptable for social media (Facebook, Instagram, YouTube) as well as possible television and cinema screens.
- Submit an assignment completion report.

5. TIMELINE

The consultant is expected to produce all deliverables inclusive of several rounds of feedback (to the extent that it is needed). The contract will run from **1st to 30th November 2021**.

6. TERMS OF PAYMENT

The fee and the exact terms of payment will be negotiated with the consultant.

If you meet the above requirements, please send your application to the email procurement@ccak.or.ke copy info@ccak.or.ke. The application should comprise of a financial proposal and technical proposal indicating your understanding of the proposal, methodology, previous experience with references, evidence of relevant work done, company registration documents, KRA PIN Certificate, lead person CV, cover letter and Testimonials.

The subject of the email should be **Consultancy for the Development of Documentary Services and Stories of change to CCAK**. All applications must be delivered on or before **Friday 22nd October 2021**.