



**Funded by
the European Union**



Sesotho Media & Development

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Sesotho Media & Development (SM&D) is implementing the "**Transforming Gender Norms and Strengthening Domestic Violence Laws for Inclusive Protection Across Lesotho**" project, funded by the European Union (EU) under contract NDICI/2025/48490. This three-year initiative (2026 - 2028) aims to promote gender equality, protect vulnerable populations, and strengthen legal frameworks in Lesotho.

Sesotho Media & Development intends to award a service contract for a **Documentary Film Consultant**. This consultancy will produce an international documentary film to amplify these efforts globally, showcasing Lesotho's journey in transforming gender norms and strengthening domestic violence laws. The Contract is opened to citizens/residents from both Lesotho and South Africa. Tender documents and additional information should be requested between **17th October 2025 to 24th October 2025** from info@sesothomedia.org

Deadline: Submissions of applications is **06th November 2025**.

Terms of Reference for Film Production Consultancy

1. Background

The European Union (EU), in partnership with Sesotho Media & Development (SM&D), is implementing the "Transforming Gender Norms and Strengthening Domestic Violence Laws for Inclusive Protection Across Lesotho" project, funded under contract NDICI/2025/48490. This 36-month initiative (2026-2028) aims to enhance the protection and well-being of women and children in Lesotho by promoting the effective implementation and widespread awareness of the Counter Domestic Violence Act, 2022, especially in hard-to-reach communities. With a 2025 baseline showing a Gender Inequality Index of 144/162, a Global Gender Gap of 87/156, and 86% of women experiencing lifetime physical and/or intimate partner violence, the project targets a cumulative reach of 104,500 individuals by 2028 through mass media, social media, and community gatherings. This consultancy will produce an international documentary film to amplify these efforts globally, showcasing Lesotho's journey in transforming gender norms and strengthening domestic violence laws.

2. Objectives

The consultancy will produce an international documentary film titled "Transforming Gender Norms and Strengthening Domestic Violence Laws for Inclusive Protection Across Lesotho" with the following objectives:

- Raise global awareness of the Counter Domestic Violence Act, 2022, and its impact on reducing gender-based violence (GBV) in Lesotho.
- Highlight the lived experiences of survivors, duty bearers, and communities, emphasizing cultural shifts and legal enforcement.
- Promote international dialogue on gender equality and GBV prevention, aligning with EU Global Europe indicators (#2.12, #3.16) and GAP III 5.2.
- Support the project's awareness targets, achieving a 45% knowledge increase among sampled populations by 2028.
- Ensure the film is culturally resonant, inclusive, and accessible for international audiences.

3. Scope of Work

The consultant will undertake the following tasks, ensuring gender sensitivity, cultural relevance, and adherence to ethical standards:

- **Project Understanding and Planning:** Review project documents, including the logical framework, grant contract, and communication strategy, to align the films with project goals. Conduct an inception meeting with SM&D to refine the approach.

- **Script Development:** Draft scripts in Sesotho and English (with subtitles) that convey key messages about the Act, including non-physical abuse recognition, reporting mechanisms, and community accountability. Scripts should incorporate real stories while protecting participant anonymity and obtaining informed consent.
- **Storyboarding:** Create detailed storyboards outlining visual sequences, characters, and scenes to ensure engaging narratives.
- **Casting and Location Scouting:** Identify and propose casts, prioritizing local talent from Lesotho, with a focus on diversity (gender, age, rural/urban). Scout locations in hard-to-reach areas, ensuring safety and logistical feasibility.
- **Filming and Production:** Conduct on-site filming in target communities, capturing high-quality footage (e.g., interviews, dramatizations, community gatherings). Coordinate with local videographers if needed for remote areas.
- **Editing and Post-Production:** Edit footage to produce cohesive films, incorporating voiceovers, graphics, animations, music, and subtitles. Ensure accessibility features like sign language interpretation where applicable.
- **Ethical Considerations:** Obtain informed consent from all participants using project-specific forms. Adhere to safeguarding policies, including prevention of sexual exploitation, abuse, and harassment (PSEAH), child protection, and data privacy.
- **Dissemination Support:** Provide recommendations for distributing the films via mass media, social media, and community screenings.
- **Stakeholder Engagement:** Collaborate with SM&D, EU Delegation, community leaders, and duty bearers for feedback and validation at key stages.

4. Deliverables

- **Inception Report:** Within 2 weeks of contract signing, including detailed methodology, work plan, script outlines, and storyboard drafts.
- **Draft Films:** Within 8 weeks, preliminary versions of the films for review, including raw footage samples.
- **Final Films:** Within 12 weeks, polished versions including:
 - One main documentary (15-20 minutes) on the Act's implementation and impact.
 - 3-5 short videos (30-60 seconds each) for social media teasers and awareness clips.
 - Subtitled versions in Sesotho and English.
 - High-resolution photographs from filming for promotional use.
- **Source Files and Assets:** Clean, editable source files, including scripts, storyboards, and raw footage.
- **Presentation and Debrief:** A session with stakeholders to present the final products and discuss dissemination strategies.

5. Duration

The consultancy will span 12 weeks, commencing upon contract signing, with fieldwork ideally scheduled in early 2026 to align with the project's implementation period (2026-2028). Key milestones include script approval (Week 4), filming (Weeks 5-7), and final delivery (Week 12).

6. Qualifications

- Proven experience (minimum 5 years) in film production, particularly documentaries or awareness campaigns on social issues like GBV, human rights, or gender equality in developing contexts.
- Academic qualification in film-making, media studies, or a related field.
- Demonstrated ability to produce culturally sensitive content in African settings, preferably Southern Africa or Lesotho.
- Technical proficiency in high-definition filming, editing software (e.g., Adobe Premiere, Final Cut Pro), and graphic design.
- Strong team with roles including director, producer, cinematographer, editor, and sound engineer; preference for gender-balanced teams.
- Fluency in English and Sesotho; experience with subtitles and accessibility features.
- Commitment to ethical standards, including child safeguarding, PSEAH, and informed consent.
- Portfolio of similar work, with references from previous clients.

7. Reporting

The consultant will report to the Project Coordinator at Sesotho Media & Development (SM&D), with copies of all deliverables and correspondence sent to the EU Delegation to the Kingdom of Lesotho (P.O. Box 518, Maseru 100). Bi-weekly progress updates are required.

8. Budget

The total budget for the consultancy, including fees, travel, production costs, and logistics, will be agreed upon in the contract and shall not exceed a reasonable allocation from the project's EURxxxxxxxxxx eligible costs, as per Annex II of the grant contract. Payments will be structured as: 30% upon contract signing, 40% upon draft submission, and 30% upon final approval. Financial proposals must include all direct and indirect costs, with value-added tax (VAT) where applicable.

9. Copyright and Intellectual Property

All materials produced under this consultancy, including films, scripts, and photographs, shall be the sole property of SM&D and the EU. The consultant must transfer all intellectual property rights upon completion and obtain written consent for any future use.

10. Logistics and Support

SM&D will provide project information, access to communities, and necessary clearances. The consultant is responsible for all production equipment, travel, and accommodations, with costs reflected in the financial proposal. Fieldwork in hard-to-reach areas may require coordination for security and transport.

11. Evaluation Criteria

Proposals will be evaluated based on:

- Technical Proposal (50%): Methodology, approach, and alignment with project objectives.
- Experience and Qualifications (30%): Portfolio, team CVs, and relevant experience.
- Financial Proposal (20%): Cost-effectiveness and value for money.

12. Application Process

Interested candidates or firms should submit a technical proposal (including methodology, work plan, team CVs, and portfolio samples), financial proposal, and references to SM&D by 5:00 PM SAST on October 31, 2025. Applications should be addressed to:

- Sesotho Media & Development (SM&D)
- P.O. Box 7080
- Maseru 100, Lesotho
- Email: director@sesothomedia.org

13. Additional Notes

- The consultant must comply with EU data protection regulations, ethical research standards, and project safeguarding policies.
- All deliverables are subject to review and approval by SM&D and the EU Delegation.
- Women-led firms, local Lesotho-based consultants, and those with disabilities are encouraged to apply.