



Request for Proposals
Production of a short documentary film
on Women's Leadership and Political Participation
Issued on February 20, 2020

National Democratic Institute - Ukraine

CONTEXT AND SUMMARY

Decentralization reform represents an opportunity to improve how Ukrainian local governments deliver services and respond to citizen priorities and concerns. The Ukrainian political landscape has long been dominated by Kyiv, with local power distributed among small villages that were largely unable to collectively advocate for their own interests at the regional and national levels. In post-Maidan Ukraine, public demand for greater voice in the political process led to decentralization of authority, and to the consolidation of villages into larger political units. While this is a positive trend for Ukrainian democracy, it poses a threat to gender equality at the local level, where the relative lack of prestige of local office had allowed women to achieve small measures of political authority.

With powers and resources being transferred to the local level - and as the prestige of local office grows - it is imperative that the institutional barriers that have negatively impacted women in national politics are not simply shifted down. As part of the Decentralization Offering Better Results and Efficiency (DOBRE) project, the National Democratic Institute (NDI or the Institute) has designed a program that uses targeted interventions to increase the engagement of women in local decision-making processes. To ensure increased opportunities and representation of women in local decision making, NDI, together with Ukrainian Women's Fund, has been supporting Women's Leadership Academy (WLA), which gathers women leaders from a variety of sectors - including elected and appointed officials from local administrations, members of civil society, women in business and media - for an extended training and mentoring program. The Academy provides comprehensive assistance to women from amalgamated communities in seven target oblasts: Kirovogradska, Kharkivska, Dnipropetrovska, Khersonska, Mykolayivska, Ternopilska, and Ivano-Frankivska.

In addition, WLA offers its alumnae an opportunity to implement mini-grant projects aimed to improve the life of people in their communities, while providing them with first-hand experience in project design, implementation, and management. NDI also organizes annual conferences for WLA graduates, which serve as platforms for sharing experiences, success stories, and good practices. WLA is designed to help women develop leadership skills, share experiences with like-minded peers, and build networks across communities in order to ensure that women are represented in decision making at all levels and across all regions.

NDI is now seeking a Ukrainian video production company to create a short film about WLA program that will feature success stories of WLA alumnae and demonstrate the impact the Academy has had both on them personally and on those in their communities.

Scope of Work for a video production company

NDI seeks a video production company to develop a short documentary film on Women's Leadership Academy (WLA) program, which would leverage the stories of WLA alumnae to raise the visibility of women leaders, demonstrate their role in the decentralization reform and through this vitalize the problem of women's underrepresentation and gender biases, which is essential for cultural shifts.

Deliverables:

1. one long video (15 min) including video material provided by NDI;
2. shooting a training day (up to 5 min) in one of the project oblast;
3. shooting up to seven onsite scenes of projects implemented in the community;

The range of tasks will include:

Pre-production stage:

1. Development of a concept and a timeline in accordance with the project goals.
2. Shoots of a training day in the framework of the WLA (Kherson, March 2020) and onsite shoots of up to seven onsite scenes of WLA projects implemented in DOBRE communities*.

**List of locations will be suggested by NDI*

Post-production stage:

1. Editing video footage, which includes graphic design, color correction, visual effects, editing sound track, adding sound effects and arranging footage, and subtitling in English.
2. Producing one long 15-minute video on the basis of edited video footage, including initial video.

The overall anticipated timeline is:

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| - February 28, 2020 | Proposals received |
| - March 4, 2020 | Production company selected |
| - March 4-10, 2020 | Pre-production stage: concept development |
| - March 10-31, 2020 | Production: shooting a training day in the framework of WLA, onsite scenes of WLA projects implemented in the seven target communities. |
| - April 31, 2020 | Release of final products |

The budget ceiling for this work (including travel to target consolidated communities) is USD \$20,000 inclusive of VAT. Proposals are not required to reach the ceiling, and cost effectiveness will be a significant component of the proposal review process.

PROPOSAL INFORMATION

Please indicate in the proposal your firm's qualifications, including previous work with international organizations in Ukraine. Please include your background and experience of the specific staff who will be assigned to this project, and a list of relevant previous clients. In addition, include a monetary bid for completing such work and any range of costs that are possible with different scopes of production. Proposals should include all costs, including account fees, staff time, any associated expenses and taxes, in U.S. dollars.

Proposals will be evaluated on the following criteria:

- The company's experience conducting similar projects
- Cost
- Timeframe

Please submit proposals to NDI/Ukraine at mkovaliova@ndi.org by close of business on Friday, February 28, 2020 (early submissions welcomed). NDI will contact the applicants with the results by March 4, 2020.

In case you have any questions or need additional information, please contact Mariia Kovaliova at +38096 087 54 14 or mkovaliova@ndi.org.