

TERMS OF REFERENCE

Consultancy for Documentation, Knowledge Generation and Production of Learning and Advocacy Products

Project name	Expanding Protection in Communities of Somalia (EPIC Somalia).
Organization	ActionAid International Somalia
Location	Beledweyne, Hiiraan, Somalia

1. Background

ActionAid International Somalia is implementing a protection project aimed at strengthening accountability, participation, protection and meaningful engagement of communities with humanitarian and development actors. The project seeks to ensure that communities, particularly vulnerable and marginalized groups, can participate in decisions affecting their lives and hold humanitarian and other duty bearers accountable. The project recognizes that effective advocacy and policy influence require credible evidence, documentation of community experiences, learning from implementation, and accessible knowledge products that can be used by communities, civil society organizations, government institutions, humanitarian actors, private sector actors, traditional leaders and other stakeholders.

As part of this effort, AAIS seeks a consultant who will undertake a **Documentation and Knowledge Generation Assignment** focusing on the production and dissemination of short video documentaries, case studies, policy briefs and other knowledge products for learning exchange, advocacy, campaigns and policy influencing.

The assignment will particularly contribute to the projects advocacy, campaigns and policy influencing component by generating credible evidence and stories that demonstrate community experiences, good practices, challenges, accountability gaps, lessons learned and recommendations for improved humanitarian action.

The assignment will focus specifically on the community-led protection activities implemented under the project, assessing their effectiveness and impact on the targeted communities. The study will document key achievements and learning, including the contribution of community-led protection approaches to reducing GBV risks, strengthening community protection mechanisms, and promoting the sustainability of protection interventions. It will also examine the prospects for scaling up successful approaches and identify key lessons and recommendations to share with the wider Protection Cluster and other humanitarian stakeholders

2. Purpose of the consultant/consultancy

The overall purpose of the assignment is to document project's experiences, community voices, good practices, lessons learned and evidence of change and transform them into high-quality, accessible and compelling knowledge and advocacy products. The consultant/consultancy will support the AAIS to capture and communicate evidence through a combination of:

- Video documentary
- Success stories
- Policy brief

- Photo stories and other visual documentation
- Key messages and advocacy materials and
- Other knowledge products identified during implementation.

The products should support learning exchange, accountability, advocacy, campaigns, policy dialogue and influencing at community, district, regional and national levels.

3. Specific Objectives

The consultant/consultancy will aim:

- To document the experiences, perspectives and voices of communities engaged by the programme.
- To capture evidence of change, promising practices, challenges and lessons emerging from project's implementation.
- To document how humanitarian actors and other stakeholders are responding to community priorities and accountability commitments.
- To produce compelling short video documentaries that communicate community experiences and project results.
- To develop high-quality case studies and human-interest stories demonstrating change and impact.
- To produce concise, evidence-based policy briefs that identify key issues, evidence, policy implications and recommendations.
- To translate project's learning and evidence into practical knowledge products for learning exchange.
- To strengthen the organization's evidence base for advocacy, campaigns and policy influencing.
- To disseminate knowledge products to relevant stakeholders through appropriate communication and engagement channels.

4. Scope of the assignment

4.1. Documentation and evidence gathering

According to the documentation and evidence gathering the consultant/consultancy:

- Will review relevant programme documents, reports, assessments, monitoring data and existing evidence.
- Will identify key themes, stories, achievements, challenges and learning opportunities.
- Will develop a documentation plan and story with selection criteria.
- Will conduct interviews and consultations with community members, project teams, community leaders, government representatives, CSOs, humanitarian actors and other relevant stakeholders.
- Will capture community perspectives and voices in an ethical, safe and dignified manner.
- Will document evidence of change, including positive and negative experiences where appropriate.
- Will identify good practices and innovations that can be replicated or scaled up.
- Will ensure that documentation reflects gender, age, disability, inclusion and protection considerations.

4.2. Short video documentaries

The consultant/consultancy will develop short documentary videos that capture authentic community experiences and project's learning through:

- Story concept development
- Script/storyboard development

- Interview preparation
- Filming and production
- Direction and editing
- Subtitling
- Voice-over where appropriate
- Graphic elements and titles
- Final production in appropriate formats for social media, websites, events and stakeholder meetings.

4.3. Case studies and human-interest stories

In the case studies and story's part, the consultant/consultancy will focus on:

- Community experiences and perspectives
- Changes resulting from project interventions
- Experiences of women, youth and other marginalized groups
- Community accountability
- Good practice
- Challenges and barriers
- Lessons learned
- Stakeholder engagement
- Recommendations for improving humanitarian and development programming.

4.4. Policy Briefs

The consultant/consultancy will develop concise and evidence-based policy briefs that translate project's learning and community evidence into messages relevant to policymakers and decision-makers through:

- Executive summary
- Background/context
- Key issue or problem
- Evidence and findings
- Community perspectives
- Analysis and policy implications
- Key conclusions
- Practical and actionable recommendations.

5. Key Deliverables

No.	Deliverable	Description
1	Inception report and documentation plan	Methodology, workplan, documentation themes, proposed products, target locations/stakeholders and ethical approach.
2	Story/product development plan	Proposed plan for 2 project sites (Beledweyne & Baardheere)
3	1 video documentary	Professionally produced short documentary capturing community voices, project experiences and evidence of change.

4	3 human-interest stories	Well-written and visually appealing stories based on documented evidence and community experiences (min 2 pages each story)
5	1 policy brief	Well written evidence-based policy brief presenting key findings, policy implications and actionable recommendations (min 12 pages)
6	Photo and visual documentation	High-quality photos and other visual materials suitable for communication, advocacy and reporting.
7	Dissemination package	Final versions of products adapted for relevant platforms and audiences.
8	Final report	Summary of activities undertaken, products produced, lessons learned and recommendations for future documentation.

6. Expected quality standards

- Be evidence-based and factually accurate
- Reflect authentic community voices
- Use clear, accessible and audience-appropriate language
- Be professionally edited and visually appealing
- Present gender-sensitive and inclusive perspectives
- Respect confidentiality and dignity
- Follow safeguarding and ethical documentation standards
- Obtain informed consent from individuals appearing in videos, photographs or stories
- Avoid exposing survivors or vulnerable individuals to further harm
- Avoid stigmatizing language or representation
- Be appropriate for advocacy and policy audiences
- Be suitable for digital and physical dissemination
- Align with the organization's communication, safeguarding and branding requirements.

7. Methodology

The consultant/consultancy is expected to propose a participatory and evidence-based methodology, including desk review, key informant interviews, community consultations, focus group discussions, individual interviews, observation and field documentation, photography and videography, review of projects monitoring, case identification and story development, evidence triangulation, and validation of findings and products with the project team and relevant stakeholders. The consultant/consultancy should ensure that the documentation process is do-no-harm, survivor-centered, gender-responsive, disability-inclusive and culturally appropriate.

8. Target Audiences

Primary audiences include government authorities and policymakers, humanitarian organizations, CSOs, community leaders, traditional leaders, private sector actors, donors and development partners, and communities and affected populations.

Secondary audiences include media, researchers and academics, UN agencies, national and international NGOs, advocacy networks, humanitarian coordination platforms and the wider public. Different products should be tailored to the needs and interests of each audience.

9. Ethical Considerations and Safeguarding

- Obtain informed consent before interviews, photography and filming.
- Clearly explain how information and images will be used.
- Protect the identity of individuals where disclosure may cause harm.
- Ensure special protection for children and other vulnerable people.
- Avoid traumatization during interviews.
- Avoid collecting unnecessary personal or sensitive information.
- Maintain confidentiality.
- Respect cultural norms while maintaining ethical standards.

- Immediately report safeguarding concerns through the organization's established mechanisms.
- The consultant/consultancy must not publish or disseminate any material without the organization's approval.

10. Required Qualifications and Experience

- Bachelor's degree in Communications, Journalism, Media Studies, Development Studies, Social Sciences, International Development or a related field.
- At least 4-5 years of relevant professional experience in documentation, communications, knowledge management, journalism, research, advocacy or related fields.
- Demonstrated experience producing professional short documentaries and digital video content.
- Demonstrated experience developing case studies, human-interest stories, learning products and/or policy briefs.
- Strong writing, editing and storytelling skills.
- Experience working with humanitarian, development, governance, gender, protection or accountability programs.
- Strong understanding of community engagement and accountability approaches.
- Demonstrated ability to work with diverse stakeholders.
- Experience working in Somalia or similar humanitarian contexts is desirable.
- Knowledge of the Core Humanitarian Standard (CHS) is desirable.
- Experience in advocacy, campaigns and policy influencing is desirable.
- Fluency in English and Somali is highly desirable.

10.1. Other required technical skills

- Professional videography
- Photography
- Video editing
- Scriptwriting and storytelling
- Interviewing
- Research and evidence gathering
- Policy writing
- Graphic design and visual communication
- Social media content development
- Microsoft Office and relevant digital media/editing software.
- Relevant qualifications and professional experience
- Experience in documentation, knowledge generation and storytelling
- Technical approach and methodology
- Financial proposal/value for money

11. Application requirements

- **Technical Proposal**, including understanding of the assignment, proposed methodology and approach, proposed workplan and timeline, proposed deliverables, risk management and ethical/safeguarding approach, and team composition where applicable.
- **Financial Proposal**, including professional consultancy fees, fieldwork/travel costs where applicable, production costs, equipment and other relevant costs, and applicable taxes.
- **Updated CV(s)** of the consultant/team members.
- **Portfolio of previous work**, including documentaries, case studies, policy briefs, learning products, photography or other relevant communication products.
- **At least two references from** previous clients or organizations for similar assignments.

Submission of Applications

We invite interested consultants'/consultancy firm to submit their application documents not later than 10th of October 2026 via: admin.somalia@actionaid.org **Subject:** Consultancy-Documentation and Knowledge Generation.

While Assessment will be done on individual merit, suitably qualified female are highly encouraged to apply. Only shortlisted consultants will be contacted