

## TERMS OF REFERENCE

### Media Production for the DAFI Kenya Tertiary Education Scholarship Program

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<b>Location:</b>	Windle International Kenya
<b>Type of Contract:</b>	Vendor
<b>Languages Required:</b>	English
<b>Period of Contract:</b>	November 2022 – January 2023

#### Background

Since 1992, the Federal Republic of Germany has funded the annual Albert Einstein German Academic Refugee Initiative (DAFI) scholarship program to support tertiary education for deserving refugee youth worldwide. The program awards scholarships to refugee youth to study in colleges, polytechnics and universities in their host countries.

The DAFI program has transformed over 21,500 lives of refugee students around the world. These scholars major in fields from medicine to business administration, social and behavioral sciences, mathematics and computer sciences, among other subjects. This is a contribution to skills development, empowerment and academic achievement as part of a broader UNHCR strategy of promoting self-reliance and durable solutions for refugees. Its main objectives are to achieve self-reliance by providing a higher education that will lead to gainful employment; develop qualified human resources among the displaced population and build the capacity and leadership of individual refugees for when they return home; support the refugee community in camps as qualified professionals, including teachers and community workers, until a durable solution is found; facilitate integration and contribute skills and qualified human resources to the host country if repatriation is not desired or not possible; and serve as a role model for other refugees to further their education, particularly female students.

Tertiary education strategically positions youth to participate in socio-economic development of their country of asylum and adequately prepares them for durable solutions. They are able to utilize the knowledge and skills they gain, the networks they access and create to serve their communities and later, in their home countries to contribute in recovery and reconstruction. The DAFI program is therefore the nexus between completion of secondary school and empowerment to contribute constructively in their communities by ensuring that tertiary education scholarships to refugees are centrally coordinated within UNHCR Kenya's operations' strategy.

While the numbers of DAFI students are small, their impact is huge because of their areas of expertise. Some work in business and government, others are employed by UNHCR and other United Nations agencies.

By the end of 2021, over 8,300 young refugees from 543 countries were enrolled in DAFI scholarships in 55 countries. So far, 1,185 scholars from refugee families have directly benefitted from the program since early 2000s, when the program started operations in Kenya. The graduates have transitioned to successful careers, including many who have returned to their countries to play critical roles in rebuilding and reconstruction efforts. Several young refugees

who are beneficiaries of the DAFI project are spread all over Kenya – some in academic programs, others already working.

Windle International Kenya is the implementation partner of United Nations High Commissioner of Refugee (UNHCR) in the DAFI program in Kenya. WIK intends to produce a video documentary with the objective of demonstrating the impact of this noble program in commemoration of its 30<sup>th</sup> anniversary.

### **Education as a tool for Development and Peace**

In the midst of conflict, education is often seen as a luxury for refugees or internally displaced people who are also struggling for food and shelter. But education is a basic right, one that is vital in restoring hope and dignity to people driven from their homes. It is an important tool to help them get back on their feet and build a better future.

UNHCR supports the UN Sustainable Development Goal of ensuring that, by 2030, children everywhere, boys and girls alike, are supported to access education at all levels. Providing access to basic education is a priority, and UNHCR provides this in all phases of operations such as care and maintenance, local settlement and integration, repatriation, resettlement and even during emergencies.

DAFI scholarship program has granted thousands of deserving young refugees scholarships in universities and colleges in Kenya. For many of these individuals, DAFI program has truly transformed their lives and their communities. The story of transformation continues.

### **Need to Share the Story**

There is need to share this information with local and international partners in order to bring about a greater understanding of the work of UNHCR and its partners in going beyond the protection of refugees by adding lasting value to their lives in the form of knowledge.

The production will be used primarily for the purpose of creating a digital archive celebrating achievements of the DAFI education scholarship program. The production is expected to demonstrate the successful collaboration between UNHCR and partners in the quest for using education to enable refugee youth to be self-reliant in their host and home countries.

The production will also be shared widely for public knowledge in events, media platforms (including social media and mainstream media) locally and internationally.

The task is summarized as follows:

<p><b>Testimonies of Impact</b></p>	<p>The production is expected to feature testimonials and the lives of current and former beneficiaries of the DAFI education scholarship program as a demonstration of the impact of the provision of tertiary education to refugees.</p> <p>The production is expected to be a visually powerful statement on the role of DAFI education scholarship program in transforming lives of youth and families which have been shuttered by war-related forceful displacement</p> <p>The production will feature individuals who have benefitted from the DAFI scholarship programme in Kenya and feature key contact officers in partner institutions in Kenya which include <i>Kenyatta University, Moi University, Masinde Muliro University of Science and Technology, Jomo Kenyatta University of Science and Technology, University of Nairobi, Egerton University, AMREF International University, Daystar University, Kenya Institute of Management</i> and other institutions as may be requested.</p> <p>It will also feature DAFI scholars and alumni, who are schooling or working in Nairobi, Kakuma and Dadaab locations.</p> <p>It will revolve around what education means to the beneficiaries, where they went to school and what encouraged them, how they got to know about the DAFI programme, How the programme changed their lives, its impact on their families and people around them, what they think about the future, where they think they would be without DAFI and any message they wish to convey on the occasion of the 30<sup>th</sup> Anniversary of the DAFI programme. Institutions interviews with institutions are expected to focus on the impact of strategic partnership through DAFI program as part of the broader agenda of Education for all.</p> <p>The production will be an effective visual update that will arouse the interest of partners of UNHCR, policy leaders, funding partners, government offices, the general public and a growing global internet audience interested in refugee issues.</p>
<p><b>Primary targets for interviews</b> (Maximum 20 minutes each)</p>	<p>In liaison with WIK, the vendor will interview current DAFI scholars and alumni, Key contact officers in partner universities and colleges, Focal staff in WIK, UNHCR, Government of Kenya and select officers in partner organizations, and key informant refugee community leaders in the following locations:</p> <ol style="list-style-type: none"> <li>1. Kenyatta University, Nairobi city</li> <li>2. Moi University, Eldoret</li> <li>3. Masinde Muliro University of Science and Technology, Kakamega</li> <li>4. Jomo Kenyatta University of Science and Technology, Juja</li> <li>5. University of Nairobi, Nairobi city</li> <li>6. Egerton University, Nakuru city</li> <li>7. AMREF International University, Nairobi city</li> <li>8. Daystar University, Nairobi city</li> </ol>

	<p>9. Kenya Institute of Management (and other institutions)  10. Kakuma refugee camps  11. Dadaab refugee complex</p> <p><b>Costs:</b> All travel and subsistence costs will be borne by the vendor except for those related to the production phase in Kakuma and Dadaab refugee camps.</p>
<b>Output</b>	<ul style="list-style-type: none"> <li>Made-for-Television production to be recorded on digital camera and mastered on DVD and digital platforms to be used as required. Specifically, <ul style="list-style-type: none"> <li>Maximum 1, long final version of the documentary</li> <li>Maximum 4, five minute each shorter versions along agreed themes.</li> </ul> </li> <li>Digital photos at each location of interview (Maximum of 10).</li> </ul> <p>Submit both final version and the raw unedited versions</p>
<b>Objective</b>	<p>This production will share knowledge with a large audience across the world on the impact of the DAFI education scholarship program. The main objective is to acknowledge the support received so far from the German government through the Albert Einstein German Academic Refugee Initiative (DAFI) to support tertiary education for deserving refugees.</p>
<b>Minimisation of risk</b>	<p>Production vendor will be identified in a competitive tendering process based on experience, demonstrated competency and value for money.</p>
	<p><b>Pre-production</b></p> <p>In the interest of cost effectiveness, an exhaustive planning process has been undertaken. Elements of the pre-production process will include:</p> <ul style="list-style-type: none"> <li>Location recce</li> <li>Script development</li> <li>Question preparation</li> <li>Production scheduling</li> <li>Briefing of the coordinating team</li> </ul>
	<p><b>Production</b></p> <p>The vendor will oversee the production processes and ensure that the production schedule is adhered to and the work completed on time.</p>
	<p><b>Post-Production</b></p> <p>The vendor will work in collaboration with WIK and UNHCR to ensure high quality production that meets set standards. A first screening will be overseen by the coordinating team at WIK for the purpose of feedback. Product will be ready for review by December 14<sup>th</sup> 2022 for 1<sup>st</sup> screening and January 26<sup>th</sup> 2023 for 2<sup>nd</sup> (final screening)</p>
	<p><b>Packaging, Presentation and Final Submission</b></p> <p>After the initial review, the WIK and UNHCR co-ordinating team and the producer will agree on next course of action in adherence to the set timelines in a bid to finalizing the production.</p>

	Submit finished production to WIK is expected to be maximum <b>3 days after final screening</b> .
<b>Attributes sought</b>	Easy watching. Intelligent. World class. Available in English language
<b>Positioning identities</b>	A memorable signature tune and images to introduce the programme.