



# **Terms of Reference (ToR) for Video Production on the Outcomes of Research on Awareness, Knowledge, and Challenges of the African Continental Free Trade Area (AfCFTA) among African Workers**

## **Background**

The African Continental Free Trade Area (AfCFTA) agreement is a continental trade pact that promises to expand and improve intra-African trade which has long eluded the continent. The pact, which really kicked off in 2022, is structured around National Implementing Committees and working groups based on the negotiated AfCFTA protocols. While the NIC is a critical provision to influence trade policy at the national level, participation by trade unions on this platform is nearly absent. The ITUC-Africa and SASK project seeks to fill this gap by facilitating trade union participation to address this gap. The Africa Labour Research and Education Institute (ALREI) of the African Regional Organisation of the International Trade Union Confederation (ITUC-Africa), has conducted a comprehensive research study on the awareness, knowledge, and challenges related to the African Continental Free Trade Area (AfCFTA) among African workers. This study was partly sponsored by the Ministry for Foreign Affairs of Finland through the Trade Union Solidarity Centre of Finland SASK. To effectively communicate the findings and implications of this research, ALREI seeks to produce an engaging and informative video that will present the key outcomes and recommendations of the study.

## **Objectives**

- To produce a high-quality videos (in English, French, Portuguese, Swahili and Haoussa) that captures key outcomes and recommendations of the Research on Awareness, Knowledge, and Challenges of the African Continental Free Trade Area (AfCFTA) among African Workers.

## **Specific Objectives**

- To present research findings: clearly and concisely present the main findings of the research, including the levels of awareness and knowledge about the AfCFTA among African workers and the key challenges they face.
- To highlight key challenges: showcase the primary challenges identified in the research, emphasizing their impact on workers across different sectors and countries.
- To offer recommendations: communicate actionable recommendations based on the research findings to stakeholders, including trade unions, policymakers, and workers themselves.
- To enhance engagement: use visual storytelling to enhance engagement and understanding of the research outcomes among a diverse audience.

## **3. Scope of Work**

The scope of work includes the following key components:

- i. Video Production
  - *Pre-Production*: Develop a storyboard, plan the visual and audio elements, and coordinate logistics. Determine the number of videos with ALREI. We are expecting three (3) main thematic videos (translated to French, Portuguese, Swahili and Haoussa).
  - *Production*: Record footage, including interviews (if applicable), presentation clips, and any additional visual content.
  - *Post-Production*: Edit the video to include graphics, subtitles, and transitions. Ensure the final product is polished and professional.
- ii. Review and Approval
  - Share drafts with ALREI for feedback.
  - Make necessary revisions based on feedback.
  - Obtain final approval from ALREI.
- iii. Accessibility and format
  - Provide the final video in various formats suitable for different platforms.

#### 4. Deliverables

1. Script: A finalized script outlining the narration and content of the video.
2. Three(3) Video Footages: High-quality recorded footage including interviews, presentations, and other relevant content – then translated to French, Portuguese, Swahili and Haoussa.
3. Edited Video: A final edited video incorporating all necessary elements and feedback.
4. Formats: The final video provided in multiple formats for different platforms.

#### 5. Timeline

- **Submission: All Expression of Interests (EOIs) should be sent to [alrei@ituc-africa.org](mailto:alrei@ituc-africa.org) by September 27, 2024, with Attention to: The Executive Director, ALREI**
- Project Completion Date - November 15, 2024.