Terms of reference (ToR): Digitization of Climate resilient VLSA materials into Audio-Video learning tools.

1. Introduction

Founded internationally in 1945 and in Rwanda in 1984, CARE is a leading humanitarian organization working to combat poverty and social injustice. CARE places women and girls at the centre of its programming, recognizing their critical role in improving livelihoods, resilience, and community well-being.

CARE Rwanda implements a range of community-based resilience and livelihoods interventions that strengthen the ability of vulnerable populations to anticipate, adapt to, and recover from shocks and stresses.

2. Context and Background

Powered by Women is a five-year project (2025–2030) implemented by CARE in partnership with AEE Rwanda, RWAMREC, Afro Ark, and Pro-Femmes/Twese Hamwe, with the support of Norway through CARE Norway. The project aims to advance gender equality and empower 161,047 women and girls in four districts of Rwanda's Eastern Province (Nyagatare, Gatsibo, Kirehe, and Ngoma).
One of the project's components focuses on women's economic and climate justice, recognizing that women and girls are disproportionately affected by climate change due to structural inequalities, harmful gender norms, and limited access to resources. To strengthen resilience and adaptation, the Powered by Women (PBW) Project, with technical support from the Climate Justice Center, has adapted Climate Vulnerability and Capacity Analysis (CVCA) tools for Village Savings and Loan Associations (VSLAs) and creating a tool to enhance Climate resilience in VSLA

Climate change continues to affect rural livelihoods across Rwanda through irregular rainfall, droughts, floods, soil erosion, and declining agricultural productivity. To strengthen community resilience, CARE Rwanda utilizes the Climate Vulnerability and Capacity Analysis (CVCA) methodology.

CVCA is a participatory learning and action approach that helps communities analyze climate vulnerabilities, identify existing capacities, and develop locally led adaptation plans. The methodology promotes inclusive engagement of women, youth, local leaders, and other stakeholders in climate resilience planning. On that basis, some CVCA tools have been selected and adapted to support climate resilient VSLA.

To facilitate wider dissemination, standardization, and user-friendly learning, CARE Rwanda seeks to digitize its Climate resilient VSLAs materials into audiovisual learning tools. The videos will support field facilitators, community trainers, VSLA members, and project participants to understand and apply climate resilience tools in VSLAs to enhance climate resiliency.

3. Objective of the assignment

The overall objective of this assignment is to transform existing Climate resilient VSLAs training and facilitation materials into engaging, high-quality audiovisual learning products. Develop standardized digital learning resources that ensure consistent delivery of Climate resilient VSLA across all target districts.

The consultant will develop 5 separate instructional audiovisual materials, corresponding to one introductory and 4 climate resilient VSLA tool, enabling facilitators and community members to learn and apply the methodology independently.

Specific objectives include:

- Convert Climate resilient VSLA training content into clear and engaging audiovisual learning materials.
- Produce one introductory video and 4 instructional videos for 4 climate resilient VSLA tools
- Translate and adapt all content into culturally relevant and easy-to-understand Kinyarwanda.
- Integrate practical examples and illustrations from the Rwandan context.
- Capture learning from individual VSLA members applying the tools
- Ensure content is accessible and suitable for adult learners and community facilitators.
- Create reusable learning resources that can be disseminated through smartphones, feature phones, computers, project learning platforms, and social media channels.

4. Scope of work

The consultant shall undertake the following activities:

4.1 Content review and adaptation

- Review existing Climate resilient VSLA training manuals, facilitator guides, and teaching materials.
- Work closely with CARE Rwanda technical staff to validate content and key learning objectives.
- Adapt technical content into simplified learning scripts suitable for video production.
- Review the profile of VSLA members and recommend appropriate visual and instructional approaches for adult learners with varying literacy levels.
- Ensure all learning products are accessible, practical, and culturally relevant.

4.2 Script development

Develop detailed scripts in English and Kinyarwanda, storyboards, narration texts, visual concepts, and production plans for the following five learning tools.

Video 0: Introductory to climate resilient VSLA

Learning outcomes:

- Understand why it is important to integrate climate resilience in VSLA
- Provide an overview of different steps to integrate climate resilience in VSLA including the mandatory tools and optional tools

Video 1: Climate hazard mapping

Learning outcomes:

- Understand climate hazards affecting communities.
- Identify key livelihood areas, VSLA activities and VSLA members
- Identify hazard-prone locations and how they can impact VSLA activities and members
- How to facilitate community-based hazard mapping exercises for VSLA activities.

Video 2: Impact chains

Learning outcomes:

- Analyze how specific prioritized climate related hazards (floods, droughts, etc.) can affect livelihoods, VSLA activities and members
- Facilitate participatory impact chain exercises with community/VSLA members.

Video 3: Stakeholder Analysis

Learning outcomes:

- Identify key stakeholders involved in climate resilience and VSLA.
- Analyse their importance to support VSLA in normal and crisis situation
- Analyze relationships and support services between stakeholders and VSLA groups
- Facilitate participatory stakeholder mapping exercises at community level.

Video 4: Action Plan for Disaster-Resilient VSLA

Learning Outcomes:

- Understand the importance of integrating disaster resilience into VSLA operations.
- Identify climate and disaster risks affecting VSLA members and their livelihoods.
- Prioritize actions that strengthen the resilience of VSLA groups and households.
- Develop practical and achievable disaster-resilient VSLA action plans.
- Define responsibilities, timelines, and required resources for implementation.
- Monitor and review progress of resilience actions within the VSLA.
- Promote collective action and linkages with local stakeholders to enhance disaster preparedness and recovery.

These learning outcomes will provide a logical flow from:

1. Climate Hazard Mapping → identifying hazards.
2. Impact Chains → understanding consequences and vulnerabilities.
3. Stakeholder Analysis → identifying actors who can support adaptation.
4. Action Plan for Disaster-Resilient VSLA → developing and implementing solutions.

4.3 Video production

For each of the five videos, the consultant shall:

- Develop narration in Kinyarwanda and sub-titles in English.
- Record professional-quality voice-overs.

- Design visual illustrations, animations, infographics, and demonstrations.
- Incorporate practical community examples and case studies.
- Add subtitles where required.
- Integrate feedback from CARE technical review sessions.

For each video, the consultant shall ensure:

- Duration of approximately **8-12 minutes per module**.
- High-definition (HD) video quality (minimum 1080p) for higher definition screens. Clear Kinyarwanda narration.
- English subtitles synchronized with narration.
- Visual aids suitable for low-literacy audiences (visual illustrations, animations, infographics, and demonstrations)
- Inclusion of practical demonstrations conducted with real VSLA members where feasible.
- Mobile-friendly file formats suitable for offline sharing through smartphones, feature phones and tablets.
- Accessibility considerations, including readable subtitles and clear audio quality.

4.4 Validation and finalization

- Present draft videos to CARE Rwanda for review.
- Revise materials based on feedback.
- Deliver final approved videos in editable and non-editable formats.

5. Expected deliverables

Deliverable	Description
Inception report	Workplan, methodology, production timeline
Scripts & storyboards	Detailed scripts and storyboards for 5 videos
Draft videos	First versions of 5 climate resilient VSLAs' tool videos
Final videos	5 professionally produced learning videos in requested formats
Source files	Editable project files, graphics and audio files
User guide	Brief guide on how facilitators can use the videos

6. Payment Schedule

The payment shall be made in two instalments:

- First instalment (40%): Upon signing the contract and submission of the agreed workplan/inception deliverables.
- Final instalment (60%): Upon completion and submission of all five training videos, incorporation of agreed revisions, and approval by CARE Rwanda.

All payments shall be processed upon submission of the required supporting documentation and approval of deliverables by CARE Rwanda.

7. Duration of the assignment

The assignment will be conducted within **60 calendar days** from contract signing.

8. Supervision

The assignment will be supervised by Yvon Christian Ntwali, Digitalization technical advisor.

9. Required qualifications and experience

The consultant (individual or firm) should possess the following qualifications:

Technical experience

- Proven experience in educational video production and multimedia learning.
- Experience in scriptwriting, animation, audiovisual production, and instructional design.
- Proven ability to produce quality content in Kinyarwanda and English as well.
- At least three examples of similar assignments completed within the last five years.
- Experience working with NGOs, development agencies, or resilience-building programs.

Skills and competencies

- Strong communication skills in English and Kinyarwanda.
- Familiarity with adult learning approaches and community facilitation.
- Ability to translate technical concepts into simple visual learning products.
- Strong project management and stakeholder engagement skills.
- Ability to deliver high-quality outputs within agreed timelines.
- Ability to provide an EBM invoice.

10. Evaluation criteria

Criteria	**Weight**
Technical proposal	**80%**
Overall Suitability	
Understanding of the assignment	10%
Proposed approach and methodology	10%
Quality of video production approach and instructional design	10%
Previous work and Awards	
Relevant experience and similar assignments	20%
Technical Expertise and Organizational Experience	
Qualifications of key personnel	20%
Management approach	
Workplan and timeline	10%
Financial proposal	**20%**
Cost-effectiveness and value for money	20%
Total	**100%**

11. Ethical considerations

The consultant shall:

- Obtain appropriate consent for any images, recordings, or interviews conducted.
- Respect CARE safeguarding, protection, and data privacy policies.
- Ensure inclusion and non-discrimination in all audiovisual materials.
- Develop content that is gender-sensitive and accessible to diverse audiences.

12.Application process

The proposals should indicate the following:

- Consultancy firm's profile and detailed CVs of key people to be assigned to the work
- Evidence of the consultant's experience in similar assignments (at least 3 references with contact or address of referees).
- Technical proposal, including a description of the proposed methodology detailing how deliverables will be achieved with a clear time frame.
- Financial offer detailing various costs associated with the delivery of the above services, in PDF Format and must be a separate document from the technical offer.
- Copies of similar assignments (with evidence for good completion of the previous similar assignments).
- Company profile; VAT registration certificate; RRA tax clearance certificate; RSSB tax clearance certificate (when applicable).
- Minimum 3 certificates of similar work done in the past.
- Proof of registration with Rwanda the National Cyber Security Authority (NCSA) as a data controller or data processor (where applicable)

Interested consultant or consultancy firms are requested to submit their **offer not later than November 23, 2026 at 5:00pm** local time to the following address: rwa.procurement@care.org with mention "**Digitization of Climate resilient VLSA materials into Audio-Video learning tools".**