



TERMS OF REFERENCE FOR DOCUMENTARY TEAM ON FINANCIAL INCLUSION IN NIGERIA

Background

In line with the commitment to promote financial inclusion in Nigeria, we seek to document use cases that highlight both opportunities for financial inclusion and its transformative impacts across the country. This documentary will showcase real-life stories, spotlight underserved areas with untapped potential, and feature regions where financial inclusion has already improved lives. The documentary aims to inspire stakeholders, inform policy development, and support advocacy efforts for inclusive financial services in Nigeria.

Objective

The primary objective of the documentary is to provide a compelling narrative that:

1. Highlights real-life use cases of financial inclusion in Nigeria, emphasizing where opportunities exist and the barriers to accessing financial services.
2. Captures the tangible impact of financial inclusion on individuals, communities, and businesses across diverse regions.
3. Offers actionable insights and lessons for stakeholders, including policymakers, financial service providers, and development organizations.
4. Creates an emotional connection to drive advocacy and commitment to expanding financial inclusion.

Scope of Work

The documentary team will be responsible for the following:

1. Planning and Pre-Production:

- Collaborate with the commissioning organization to develop a comprehensive documentary concept and script outline.
- Identify and shortlist diverse locations and interviewees (individuals, communities, businesses) that represent the breadth of financial inclusion opportunities and impacts in Nigeria.
- Develop a detailed production schedule, including timelines for field visits, interviews, and editing.

2. Fieldwork and Filming:

- Travel to identified locations across Nigeria, ensuring regional diversity (urban, rural, and conflict-prone areas).
- Conduct interviews with key stakeholders, including:
 - Beneficiaries of financial inclusion (e.g., small business owners, women in rural areas, farmers, youths).
 - Local community leaders.
- Capture high-quality video and audio footage, including:
 - Interviews.
 - Contextual B-roll footage (e.g., markets, farms, businesses, financial access points like ATMs, bank branches, and agent networks).
 - Local cultural and environmental visuals to add depth and authenticity.

3. Post-Production:

- Edit the footage into a 45-60 minute documentary, ensuring clear storytelling with emotional and factual depth.
- Create shorter, 2-3 minute videos for use on social media and advocacy platforms.
- Include subtitles for accessibility (English and major Nigerian languages where relevant).
- Incorporate graphics, animations, and statistical data to support narratives and enhance understanding.



- Provide a high-resolution version for large screenings and a compressed version optimized for digital platforms.

4. Deliverables:

- A Documentary Script.
- The Voiceover Scripts and Narration
- A finalized documentary (45 -60 minutes) in both high-resolution and digital formats.
- Three short snippets (2-3 minutes each) for social media.
- Raw footage and interviews for archival purposes.
- A photo gallery of 30-50 high-quality images capturing key moments from the field.

Qualifications and Experience

The ideal documentary team should possess the following:

- Proven experience in producing high-quality documentaries, particularly in development or financial inclusion-related themes.
- Expertise in storytelling that combines data-driven insights with human-interest narratives.
- Familiarity with Nigeria’s cultural and socio-economic landscape, with experience working in diverse regions.
- Technical capability to produce high-quality visuals and audio, including drone footage where necessary.
- Strong capacity for post-production, including editing, subtitling, and integrating infographics.
- Ability to work within tight deadlines and adapt to field challenges.

Timeline

Activity	Timeline
Concept development	March
Field visits and filming	April
Post-production and editing	May
Submission of final deliverables	June – July

Budget and Proposal Requirements

Interested documentary teams should submit a proposal that includes:

- 1. Technical Proposal:**
 - Understanding of the assignment.
 - Proposed approach and methodology.
 - Detailed production plan and timeline.
- 2. Financial Proposal:**
 - Budget breakdown, including professional fees, travel costs, equipment, and post-production expenses.
- 3. Portfolio:**
 - Samples of previous work (links or attachments).
 - Client references (at least three).
- 4. Team Composition:**
 - Profiles and roles of key team members.

Proposals should be submitted electronically by **24th January 2025** to oeromosele@efina.org.ng copy cnwaiwu@efina.org.ng

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Quality and relevance of previous work (30%).



- Understanding of the assignment and proposed methodology (30%).
- Budget feasibility (20%).
- Team qualifications and experience (20%).

Contact Information

For queries related to this Terms of Reference, please contact Chioma at cnwaiwu@efina.org.ng