



Terms of Reference for Production an Awareness Film on the Women, Peace and Security Agenda

Project Name: Reclaiming the Agenda Public Awareness
Campaign on the Women, Peace and Security Framework
in Yemen

IMATTER



1. Brief on the project:

Despite notable strides made at the policy level to advance the Women, Peace, and Security (WPS) agenda in Yemen, a significant gap remains between national frameworks and public understanding. The principles, objectives, and localized achievements of the WPS agenda are still unfamiliar to many, particularly at the community level. This disconnect limits public engagement and weakens the potential for meaningful, grassroots-driven implementation of Yemen's National Action Plan (NAP) on WPS

To address this challenge, the proposed campaign seeks to bridge the gap between policy structures and public awareness through a dynamic, multimedia advocacy initiative. Centered on the Governorate of Aden the campaign aims to demystify the NAP and present it in a relatable, accessible format for the broader public

By leveraging storytelling, visual media, digital platforms, and community dialogue, the campaign will highlight concrete examples of successful WPS implementation. It will amplify the voices of women peacebuilders and local actors, promote understanding of WPS principles, and inspire collective ownership of the agenda at both local and national levels

2. Project Objective

To raise public awareness of Yemen's Women, Peace, and Security Agenda by producing a targeted multimedia campaign that introduces the agenda's structure, goals, and tangible achievements, thereby building demand for its continued implementation.

3. Advocacy Issue and Focus

The campaign addresses the lack of public visibility of Yemen's WPS framework. The primary focus is the Participation pillar, with integrated messaging on Protection, Prevention, and Relief & Recovery, using successful case studies. Limited public knowledge undermines implementation and community ownership. This campaign will build civic understanding and mobilize demand for sustaining Yemen's commitments under UNSCR 1325.

4. Project activities :

- Activity 1: Film Production – "Know the WPS Agenda" (5–6 minutes)
- Activity 2: Digital Rollout – 14-day Campaign
- Activity 3: Contribution to Global Advocacy



Introduction to the activity :

Amidst the multifaceted challenges facing women in Yemen, particularly in the context of conflict and crises, there is a clear need for innovative awareness tools that re-highlight the Women, Peace and Security (WPS) agenda. This agenda serves as a comprehensive framework that enhances women's participation in decision-making, peacebuilding, and community recovery. Despite the adoption of Yemen's first National Action Plan in 2019, public awareness of the agenda's contents remains weak, especially in local communities affected by daily conflicts.

As part of an expanded awareness campaign implemented by SOS Foundation for Development titled "Reclaiming the Agenda," aiming to reconnect society with the importance of this agenda in achieving comprehensive human security and sustaining peacebuilding efforts, a prominent activity within this campaign is the production of a short educational film that embodies the agenda's objectives through real and impactful stories of Yemeni women in Aden , who are an active part of the change process, whether in community mediation, local protection initiatives, or building trust with authorities.

This film focuses on transferring experience from the field to the audience, using a visual medium that simulates reality and inspires action. Through creating an awareness film as a means of mass communication, the Foundation seeks to influence societal discourse, simplify the concepts of UN Resolution 1325, and highlight that peace is not confined to political negotiation rooms, but is built from the community level where women play pivotal, though often unseen, roles.

This film will enable the target audience to practically understand the agenda, and grasp how it translates into local policies and realistic initiatives. It will also serve as valuable documentary and awareness material, reusable in community campaigns, workshops, and discussion forums on women and peace issues.

Overall objective of the activity:

Produce a short awareness-raising film (5–6 minutes) that highlights the overall structure of the Women, Peace, and Security agenda and showcases real-life stories of local success stories led by women in the security sector and community mediation in Aden.

Film Concept: "Women Making Peace"

Duration: 5-6 minutes

Genre: Short Documentary - Awareness-raising, humanitarian, inspirational

Objective:

Highlighting the efforts of women in Aden Governorate within the framework of implementing the National Plan for the Women, Peace, and Security Agenda, and raising community awareness of the importance of women's participation in peacebuilding processes and decision-making.

General Concept of the Film :

The film highlights the story of the evolution of the WPS agenda in Yemen from a government policy document to a community-led movement led by women working tirelessly on the ground, reinforced by real-life examples from Aden Governorate. The film connects national policies with local impact, focusing on the voices of women, activists, and local communities

Required Tasks:

- Work closely with the project team to develop a comprehensive script for the film, reflecting the campaign's objectives and vision
- Prepare a coherent narrative that includes campaign messages, storylines, dialogue, and visual transition points
- Adopt a humane and holistic approach that highlights the role of women in peace and security at the local level
- Conduct interviews with active members of women, peace, and security committees, local officials, and citizens benefiting from relevant interventions
- Prepare questions in coordination with the project team and include multiple perspectives (women, youth, officials, displaced and host communities)
- Filming in a safe and appropriate environment, ensuring written consent for the use of the video material
- Documenting live footage from locations linked to the implementation of the WPS agenda, such as women's police units, community mediation centers, and community dialogue events
- Using professional filming equipment to capture high-quality footage while taking into account the sensitivity of the social and cultural context

- Capture high-quality photographs of ten women to be used in campaign posters, ensuring consent and cultural sensitivity
- Developing a unified visual identity for the film that aligns with the WPS campaign components (colors, symbols, fonts, and partner logos)
- Integrating graphic elements and motion graphics (when necessary) to illustrate key concepts and highlight facts and figures in an engaging way
- Editing and directing the film in high quality (Full HD) and in two versions: one in Arabic with English subtitles
- Submitting the final version in formats suitable for display
- Submitting a preliminary version for review by the project team
- Making necessary adjustments based on feedback to ensure the output aligns with the campaign's intended messages and objectives

Expected Results:

- Production of a professional short film to be used as the campaign's primary awareness raising tool.
- Raising awareness among women, youth, and the local community about the importance of the WPS agenda.
- Use the film as a documentary and educational resource within the campaign archive.

Target Groups:

- Women and youth in Aden Governorate
- Civil society organizations, media professionals, and educators
- Decision-makers and government agencies involved in the WPS agenda.

Activity Implementation Timeline:

- 15 calendar days from contract signing

Technical Requirements:

- The price included in the quotation includes the entire service, and no additional amounts may be requested.
- The service provider must attach a clearly detailed work plan for the implementation process.
- A copy of a valid commercial registration.
- A copy of a valid tax card.
- Copies of completion certificates for previous similar work.



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