Terms of Reference

Technical Consultant for Development of Podcast Series

Power of Pride

Location: Remote

Application Deadline: May 18, 2025

Duration: 6 months (June 2025 – November 2025)

Power of Pride is looking for highly committed and qualified technical partner or consultants to assist with the development of a podcast series for LGBTIQ+ communities in Asia and Africa addressing the theme of sustainable LGBTIQ+ movement-building. This document outlines the Terms of Reference for the assignment, including Objectives, Scope of Work, Key Deliverables, and Budget, as well as proposal submission guidelines. The deadline to apply is May 18, 2025.

1. Background

Power of Pride is an international development programme implemented by an alliance of COC Nederland, Pan Africa ILGA, and ILGA Asia. The programme's vision is to work towards diverse and inclusive societies where LGBTIQ+ people can participate to their full potential. LGBTIQ+ movements are at the heart of the Power of Pride programme, which supports community-building, organisational development and international and regional advocacy initiatives in more than 22 countries across Asia and Africa. To harness important learnings on the crucial work of movement-building supported by the programme, a **Community of Practice on Sustaining LGBTIQ+ Movements** was launched in October 2024.

The Learning Agenda of Power of Pride defines a Community of Practice as a group of people who share a concern or a passion on a particular issue and who together explore how to improve collective skills or knowledge, solve problems, address key challenges, and enhance programmatic learning in that domain. In our learning activities, we have an inside-out and participatory approach to explore themes that are relevant to the communities that we work with in diverse contexts.

The Community of Practice on Sustaining LGBTIQ+ Movements is a collaborative platform of 17 LGBTIQ+ activists and practitioners from Asia, Africa and the Caribbean dedicated to advancing the understanding of unique challenges, opportunities, and best practices related to building sustainable, resilient and locally-led LGBTIQ+ movements. Through this platform, we develop and enhance programmatic knowledge on various dimensions of sustainability within LGBTIQ+ movements, especially in light of mounting anti-rights and opposition across Asia and Africa. This Community of Practice has been exploring the sub-themes of: (a) Rooting Care, (b) Practicing Accountability and (c) Enhancing Collaborations.

As part of this initiative, we seek to engage a qualified and committed team of consultants or a full-service company, as a technical partner, to provide end-to-end services for the conception, production, launch and release of a podcast series (the learning output for the Community of Practice). The technical partner or consultants will collaborate closely with the Community of Practice members, the Monitoring, Evaluation and Learning Working Group (MEL WG) and Marketing and Communications teams of the Power of Pride Alliance for this assignment.

The podcast series aims to leverage the expertise of members of the Community of Practice, as well as implementing partners, to share best practices, success stories, and lessons learned from the Power of Pride programme since its inception in 2021. The podcast episodes will delve deeper into issues of movement-building to harness and share tacit knowledge on the Learning Questions for each of the three sub-themes outlined above. The goal is to compile an accessible and impactful resource for LGBTIQ+ communities across Asia and Africa that can promote effective and sustainable movement-building strategies.

2. Objectives

The main objectives guiding this work are:

- To uphold the Power of Pride Learning Agenda and support the members of the Community of Practice on Sustaining LGBTIQ+ Movements and the MEL WG in co-creating a learning environment that can harness lessons learned and share those with key stakeholders.
- To co-create a podcast series as an audio-visual online resource for a global audience that brings forward the lived realities of LGBTIQ+ people in an accessible, inclusive and engaging format, in alignment with programme values and according to the shared goals of the Community of Practice.
- To make thinking visible by highlighting tacit knowledge and lessons learned from the Power of Pride programme interventions – foregrounding the themes of (a) rooting care, (b) practicing accountability and (c) enhancing collaborations – in order to help improve decision-making and effectiveness.
- To generate critical reflections, cross-cutting insights and thoughtful solutions to challenges facing the contemporary LGBTIQ+ movements, and feed learnings back into the programme for improving programme effectiveness and decision-making.
- To offer a virtual platform that connects movements, voices, and stories across diverse contexts — particularly in the Global South —, fostering regional connections while feeding into global debates on LGBTIQ+ rights.

3. Concept

The podcast has been envisioned as a five-part audio-visual series, curated as an immersive 'edutainment' experience, that blends sharp inquiry with compelling storytelling. Each episode will explore distinct Learning Questions aligned under the sub-themes of the

Community of Practice, drawing on lived experiences, expert insights, and grounded knowledge from the field. Designed to engage diverse global audiences online, the podcast seeks to inform as well as invite reflection, dialogue, and imagination. While rooted in the audio tradition of podcasting, we also seek to embrace visual storytelling to enhance accessibility, emotional depth and connection with our audiences.

We envision each episode as featuring a multi-tracked mix format, combining high-quality audio with stylised video, animation and motion graphics. This shall comprise of video footage from an in-person recording session with CoP members, interspersed with segments of audio recordings (accompanied by animated visuals) of conversations with guest speakers. The video format should be adaptable for visual platforms (e.g. YouTube), while the audio version of the episode is tailored for streaming on Spotify, Apple Podcasts, or other similar platforms. We anticipate a multi-lingual engagement in this podcast, primarily with English and French speakers, with steps taken in the production process to ensure accessibility of the content in multiple languages.

The addition of illustration and animation elements to accompany the audio-only parts is hoped to transform key moments in the discussion into visual metaphors and narrative cues, making complex concepts more digestible and emotionally resonant for the audience. This layered approach is to ensure that the podcast remains informative as well as visually engaging, in order to create a holistic learning experience. Ideally, we invite proposals from full-service production firms and/or consultants with the technical capacity to deliver the full scope of this output. However, given the complex and multi-layered nature of the final output, we also welcome proposals that can deliver parts of the output, with adjusted financial proposals to reflect that. The overall project budget is provided below.

4. Scope of Work

The technical partner or consultants will be responsible for the following overall processes:

A. **Pre-production Strategy and Planning**: Provide technical support in creating a detailed production plan, including episode structure, format, branding, and key messaging in collaboration with CoP members and MEL WG.

B. **Technical Production and Content Development:** Guide the CoP members on podcast recording and management; remotely managing the audio recording, video editing, and sound engineering; as well as provide feedback and support on scriptwriting, as requested by the writing team of the CoP.

C. **Post-Production and Editing:** Co-create clear, high-quality episodes with audio-visual elements, animation or motion graphics, sound design enhancements, as well as incorporating subtitles, accessibility features, and relevant design elements for boosting engagement.

D. **Distribution and Promotion:** Support in hosting, publishing, and marketing the podcast series on relevant platforms and providing analytics and reporting on the podcast's reach and impact.

The tasks expected for each of these processes are outlined in more detail below. This is an overview based on our expectations and candidates can propose a work plan and approach responding to the overall Scope of Work. The Work Plan will be finalised in consultation with CoP members and MEL WG after on-boarding the technical partner.

A. **Pre-Production Strategy and Planning**

- Conduct an initial set of consultations with CoP members and MEL WG to understand in depth the vision, themes, and intended impact of the podcast.
- Provide technical input on podcast format (e.g., interview-based, narrative storytelling, panel discussions) based on capacity and target audience analysis.
- Coordinate the development of an editorial calendar with CoP members, outlining episode topics, guest appearances, and release schedule.
- Specify and recommend appropriate recording equipment and/or software based on available resources, such as microphones, camera, headphones, audio interfaces etc.
- Develop and share technical guidelines for (remote and in-person) recordings to ensure consistent sound quality.

B. **Technical Production and Content Development**

- Guide CoP members in setting up ideal recording environments for (in-person and remote) recordings, ensuring optimal acoustics and video quality.
- Provide virtual technical support and accompaniment before or during recording sessions, including guidance on aspects like microphone (and camera, where applicable) placement, sound balancing, and troubleshooting.
- Manage the recording of multiple audio sources, ensuring seamless integration of interviews, voiceovers, and background sound elements.
- Ensure proper backup and secure procedures are in place to prevent data loss during recording sessions.

C. **Post-Production and Editing**

- Edit multi-track raw audio recordings to remove background noise, filler words, and technical glitches; and mix and edit video to add transitions, colour correction, and visual enhancements etc.
- Enhance audio quality through equalisation, compression, and noise reduction techniques. Mix and master the final audio and video output, ensuring balanced levels, seamless integration and good quality sound and video.

- Incorporate music, sound effects, animation, graphics and branding elements, such as an intro, outro, and mid-roll segments etc., in alignment with the Power of Pride branding.
- Introduce accessibility features in video episode where possible, including ASL-integration and subtitles options in multiple languages to ensure broader engagement.
- Provide at least one round of revision per episode based on feedback from the CoP members and MEL WG.

D. **Distribution and Promotion**

- Assist in selecting and setting up an appropriate podcast hosting platform for wider distribution, including integration with other platforms, and SEO optimisation.
- Provide feedback to CoP members in developing a standardised episode description template to ensure consistency across platforms.
- Guide on creating promotional materials, such as audiograms, teaser clips, and episode highlights for social media promotion.
- Develop a basic promotional strategy in coordination with the CoP members and the Communications teams of Power of Pride Alliance members, including recommended posting schedules, hashtags, and audience engagement tactics.

Additional technical support is also expected in the following areas:

- Providing a final handover package, including documentation of production processes, technical settings, and platform credentials.
- Offering post-engagement technical support and analytics to MEL WG for an agreed upon period to assist with troubleshooting or content updates.

5. **Key Deliverables**

The technical partner or consultants will be expected to deliver the following:

1. **Five (5)** fully edited and finalised podcast episodes, each ranging between **30 – 45 minutes**, available in audio and video formats.
2. **Branded elements**, such as intro/outro music, transition sounds, animations, illustrations or motion graphics, and other identity assets.
3. **A detailed production and content calendar** outlining key milestones, recording schedules, and release dates (finalised in consultation with CoP members).
4. **Written and verbal technical guidelines** for CoP members to seamlessly record high quality audio and video content remotely.
5. **Final reports/briefs** on audience engagement strategies and technical recommendations for podcast maintenance.

6. Qualifications and Experience

Technical Profile

- Proven track record in audio and/or video podcast production, editing, and distribution, or a strong portfolio of podcasting projects across various formats.
- Technical expertise in sound engineering and mixing, video editing and post-production techniques.
- Familiarity with podcast hosting platforms and distribution channels.
- Experience developing promotional strategies to enhance audience engagement.
- Knowledge of storytelling, audience engagement, and content development strategies.

Other qualifications

- Familiarity with concepts and approaches in human rights, LGBTIQ+ rights or social justice movements in Africa and Asia. Previous direct experience of working with LGBTIQ+ people will be considered positively.
- Strong ability to work with multiple stakeholders, with a track record in storytelling and multimedia production, especially in human rights advocacy and education.
- Excellent communication skills with an ability to convey complex ideas in simple and engaging ways to diverse stakeholders.
- Good coordination skills and management skills to conduct virtual multilateral consultations for gathering input and feedback and address diverse expectations.
- Ability to communicate and produce materials in English. Additional fluency in French will be seen positively.
- Candidates from the Global South are especially encouraged to apply.

7. Duration and Mode of Engagement

The assignment will extend for approximately 05 to 06 months, beginning in June 2025 and ending in November 2025. The expected timeline (to be finalised in consultation with the selected technical partner or consultants after onboarding) for this project is:

- Pre-production Strategy and Planning (June, 2025)
- Technical Production and Content Development (July – August, 2025)
- Post-Production and Editing (August – October, 2025)
- Distribution and Promotion (October – November, 2025)

Since the various stakeholders to be engaged in this process are based across the globe, therefore, the mode of engagement will be fully online. The technical partner or consultants are expected to remotely guide CoP members to make recordings for the podcast and then

share for editing, mixing and release. Accordingly, majority of the work will be conducted online with the possibility of one in-person engagement in August (tentative).

8. Budget

Interested companies or consultants are invited to submit proposal for this assignment, including pre-production strategy and planning, technical production, design and editing work, and post-production distribution and promotion, within a budget range of 10.000 EUR to 12.500 EUR, with full details of the service package and facilities offered. The maximum budget for this assignment is capped at **12.500/- EUR**, including VAT.

Proposals addressing partial outputs should include an adjusted budget amount, as per the deliverable output.

Note: Translation and interpretation costs are not included in this budget ceiling. If the company/consultants can arrange interpretation and translation services on their own, the amount should be quoted separately in the financial proposal.

9. Proposal Submission Terms

Interested consultants or companies are invited to submit a proposal (no more than **10 pages**, excluding annexes or supporting documents) that clearly outlines their workplan and approach to delivering the outputs. The proposal should ideally contain the following elements:

Technical Proposal:

A. Cover Page / Statement of Interest
- A brief introduction stating the consultant/company's interest in the project.
- Motivation statement addressing the Objectives, Concept and Scope of Work outlined herein.
- Summary of past experience in podcast production and technical support, along with brief profile or bios of the lead team members.
- Acknowledgment of the scope of work and confirmation of availability.
- Contact details of the primary representative(s) / team lead(s).

B. Profile and Past Experience

Details on the previous work experience and technical expertise, including:
- Legal status (if applicable – this is not mandatory) and physical location of the company/consultants.
- Details on past experience in podcast production and relevant technical skills and expertise, including portfolio or samples of recent past work.
- Team composition, including key personnel, their expertise and their roles.

- Notable clients or projects related to podcasting, media production, or community engagement, including contact details of at least **two** previous clients who can provide feedback on the work of the applicant.

C. Technical Approach and/or Methodology

Details on the proposed technical approach to deliver outputs, as well as a detailed explanation of how each phase of the project, outlined in the Scope of Work, will be executed:

- Pre-production Strategy and Planning
- Technical Production and Content Development
- Post-Production and Editing
- Distribution and Promotion

D. Work Plan and Timeline

- A detailed timeline with key milestones for each phase of the engagement.
- Estimated time required for the production and delivery of each episode.
- A proposed schedule for regular check-ins and feedback loops with the CoP.

Additional Documents:

A. Financial Proposal

A total budget for the entire engagement as well as a detailed breakdown, including:

- Professional fees (hourly/daily rates or fixed costs).
- Software and subscription costs (where applicable).
- Any additional costs (e.g. graphic design, music licensing, sound effects etc.).
- Translation and interpretation budget (separately, if applicable).

B. CVs of the team members.

Note: Engagement with speakers from multiple languages is expected in this podcast series, so the applicants must clearly state their language proficiency in their proposal and CVs.

10. Evaluation Criteria

Proposals will be assessed by an internal committee based on the following criteria:

Criteria	Explanation	Weight (%)
Understanding of the assignment	The extent to which the proposal addresses the Terms of Reference, including:	15%

	- the understanding of the assignment and the extent to which the proposal addresses key Objectives and Concept outlined herein. - alignment with the CoP mission and goals and the learning agenda of Power of Pride. - alignment with a human rights based and LGBTIQ+ inclusive approach and values of the Power of Pride Alliance and CoP members.	
Approach, Work plan, and timeline feasibility	The extent to which the proposal addresses the Terms of Reference, including: - the understanding and depth in addressing each element outlined in the Concept and Scope of Work. - how practical, realistic, and achievable the approach is considering the set time duration and expected deliverables.	25%
Technical expertise and experience	The extent to which the technical partner or consultant presents the required level of ability to fulfil the requirements of this assignment, including: - Technical expertise and skills in podcast production and dissemination. - Past work experience, including engagement with LGBTIQ+ communities and human rights causes, and samples of past work. - Insights into potential challenges and opportunities in producing the podcast, ability to problem-solve and troubleshoot.	25%
Budget feasibility	The extent to which the proposed budget aligns with the ceiling amount specified in the Terms of Reference.	20%
References and past client feedback	The quality of past work and the extent to which the technical partner or consultant was able to satisfy past clients.	15%

11. Submission Guidelines

- Proposals should be submitted in PDF format.
- Submission deadline: **May 18, 2025.**
- Proposals should be sent via email to mel@coc.nl and mpe@panafricailga.org, with the subject line: "Podcast Production Proposal – [Consultant/Firm Name].
- Only shortlisted applicants who meet the criteria will be invited for interview.