



# Terms of reference

REF: 95-2025

Videography and photography services for  
Mouvement Social, NGO  
Beirut, Lebanon

Starting date of work: 1<sup>st</sup> of January 2026

## 1. Background

Mouvement Social (MS) is a Lebanese civil society, non-governmental organization founded in 1961, committed to promoting dignity, participation, and justice through non-sectarian, non-charitable, and inclusive development. With 13 centers spread across the country, MS works directly with local communities, municipalities, and marginalized groups, following a human rights-based approach deeply rooted in the communities.

At the heart of MS's work lies the development of active citizenship, non-violence, and equality. The organization is recognized for its long-standing partnerships with local actors and its capacity to respond effectively in times of crisis.

Mouvement Social structures its action around four complementary strategic areas aimed at promoting the fundamental rights of the most vulnerable people in Lebanon. Protection is a core pillar, through preventive actions, psychosocial support, and assistance to children, adolescents, and families exposed to moderate or high risks. Education seeks to ensure access to inclusive and quality learning, through school support programs, non-formal education such as literacy and digital skills programs for children and youth, combined with psychosocial support, as well as tutoring for children enrolled in formal schools to help them succeed in their educational journey. MS is also committed to supporting young people and women in conflict with the law by offering them educational, professional, and social alternatives to facilitate their reintegration. Finally, socio-economic empowerment helps individuals, especially youth and women, to strengthen their skills and develop sustainable livelihoods through training, personalized guidance, and opportunities for integration into the labor market. These four pillars work in a cross-cutting manner to enhance individual and community resilience and build a more equitable society.

Additionally, MS is a member of various national NGO networks, including: the Arab NGO Network for Development, the Lebanon Humanitarian & Development NGOs Forum, and the Lebanese NGOs Network.

## 2. Purpose of the TOR

The purpose of this Terms of Reference (TOR) is to establish the framework for engaging a proficient photography and videography team under the Long-Term Agreement (LTA) for Mouvement Social projects. The objective is to document project progress, stakeholder engagement, and achievements through high-quality visual content, while reflecting the values and mission of MS.

The selected team will produce media materials that go beyond simple documentation, incorporating storytelling elements that capture the project's history, context, and impact. This includes conceptualizing ideas, crafting narratives suitable for diverse audiences, and visually conveying the significance of the project. Emphasizing flexibility, collaboration with the project team, and timely delivery, this LTA seeks a skilled and creative team capable of capturing and showcasing the project's success through compelling photography and videography.

### 3. Required qualifications

- The service provider may be an individual supported by a creative team or an established legal entity.
- Minimum 4 years' experience, preferably with NGOs or development projects.
- Proven experience in videography, photography, and storytelling through visual media, including the ability to translate concepts into compelling narratives.
- Strong technical skills in video shooting, editing, lighting, sound, and photo composition.
- Ability to deliver projects on time, meet deadlines, and adapt to evolving project needs.
- Demonstrated flexibility, collaboration, and effective communication when working closely with project teams and stakeholders.
- Creativity and conceptual thinking: ability to develop innovative ideas, storylines, and formats that engage diverse audiences.
- Sensitivity to cultural, social, and contextual factors, ensuring visual content aligns with the project's narrative and reflects the core values and mission of Mouvement Social.

### 4. General overview of MS media projects

- MS media projects cover four main sectors: Education, Protection, Access to Justice, and Socio-Economic Empowerment. For more information, please visit: [Mouvement Social](#).
- There is no specific annual quota for videography or photography; it is determined by the forecasted budget outlined in the Media and communication plan for each project. For example, in 2023, MS executed seven videography projects and one photography project. The videography projects encompassed infographics, documentaries, event coverage, and animation videos. Photography primarily focused on documentary and event images.
- Area of execution: MS has 13 community centres distributed throughout Lebanon, with project shooting locations varying for each assignment. Typically, MS provides transportation for the team to the designated locations. In cases where MS is unable to provide transport, travel costs can be proposed by the service provider and included in the production budget.

### 5. Technical and financial offer

The technical offer must cover the following points:

- Profile overview of the individual or entity, including years of experience, key expertise, relevant references, and any official registration or accreditation where applicable.
- Portfolio showcasing previous videography and photography projects, with links to online samples where available.
- Proposed methodology for storytelling, creative concept development, and project execution.
- Budget breakdown as per the attached excel table
- Registration certificates at MOF, TVA if applicable
- The financial offer should be stamped and signed

## 6. Selection and deadline

The selection process will focus on:

- Technical offer: 40%
- Budget: 30%
- Profile: 30%

Deadline for submission: 22 Oct 2025 before 3.00h pm

## 7. How to apply

Bids should be sent to the head office in two sealed envelopes: one for the technical proposal (documents mentioned above) and one for the financial proposal (Stamped and signed), both included in one sealed envelope that should bear the reference number of the tender (BAD 95-2025).

Working hours: Monday to Friday (8:30AM - 3:30PM) - except official holidays

HQ Address: Badaro main street, Mouvement Social Bldg, 3rd floor (Café Badaro bldg.)  
– Tel: 961.1.390335/381879.

## 8. Payment

- In fresh dollars.
- Payment conditions: Bank check in USD cashed fresh money from Fransabank or BLOM – Banking commission (5\$/1000) payable by the supplier.

Service	Description	Specifications	Unit	# Units	price
Motion Graphics					
2D Animation	Producing animations in a two-dimensional space with possible involvement of medium movements and perspectives	4 Rounds of Edits (Includes Script + Storyboard)	1	minute	
3D Animation	Producing animations in a three-dimensional space with possible involvement of medium to complex movements and perspectives	4 Rounds of Edits (Includes Script + Storyboard)	1	minute	
Character Animation	Character animation involves bringing characters to life through movement, emotion, and expression. This will be achieved through 2D techniques.	3 Rounds of Edits (+ VO if needed)	1	minute	
Custom graphics animation	Add unique and original visual elements or designs. This could include logos, typography, icons, symbols, or any other visual components that are tailor-made for a specific purpose.	3 Rounds of Edits	1	minute	
Explainer/Infographic Animation	A dynamic and visually engaging animated video that combines graphics, icons, and text to simplify complex information, concepts, or processes.	3 Rounds of Edits (Includes Script + Storyboard)	1	minute	
Production					
Script writing	A script serves as the foundation for the entire production, providing the dialogue, actions, and directions that guide actors, directors, and other members of the production team.	2 Rounds of adjustments	1	Page (250 words)	
Script adjustment	Adjust existential educational scripts to make it more appealing and straight-forward	These scripts are made for social media shorts	1	Page (250 word)	

Storyboard	a series of illustrated frames or panels arranged in chronological order to visually represent the key elements of a story, script, or concept. Each panel typically includes images or drawings accompanied by brief descriptions, indicating the sequence of events, camera angles, character movements, and other visual details.		1	Page (10 frames)	
Voice over	add a person's voice over a video.	Qualities: clear articulation, versatile delivery, emotional range, consistency, professionalism, a deep understanding of the material, adaptability to direction, a natural and authentic delivery, technical proficiency.	1	minute	
Sign language interpreter	a person who translates spoken language to signed language. He/she will be filmed by the agency while doing the signs and added as a small frame in the corner of the video.	Translation of Arabic and English	1	day	
Cast: actor/actress	the talent will play a crucial role during the shooting by playing the giving role.	could be: child- teenager- adult- old person.	1	day	
Pre-Production	Includes brainstorming meeting around the project	Presence of the creative team during the meeting	1	day	
Production	the shooting day including the needed equipment for the project. The specifications of the equipment is communicated earlier as per the location's specifications.		1	day	
Post Production	Post-production encompasses activities such as video and audio editing, color correction, visual effects, sound design, music composition, titling, subtitles, and quality control to refine and finalize the visual and auditory elements of a the video.		1	day	
Editing & Videography					
Editing/montage	Includes video editing/montage, incorporation of background music where needed, captions for accessibility (including translation/localization for multi-language audiences), color grading, and finalizing videos for various platforms and formats.	3 round of edits	1	minute	

Social media shorts	the following includes shooting social media shorts (instagram/facebook) with different persons for a half/full day in the same location	2 Rounds of Edits (+ VO if needed).	1	video	
Teaser	creation of teaser based on the full video	2 round of edits	1	minute	
Corporate Video		4-5 hours shoot with testimonials	1	project	
B-roll video		4 hour shoot of B-rolls	1	project	
Youtube Video		half day shoot with interviews	1	project	
Drone Operation			1	full day	
Photography					
Product Photography		3 hours +including image post-processing	1	session	
Event/documentary photography	the following may include different activities and locations	including image post-processing	1	day	
360 degrees product photograph		3 hours +including image post-processing	1	session	
Portrait Photography		3 hours +including image post-processing	1	session	
Utilities					
Transportation/Driver	Arrange a vehicle to transport the production team to and from the site		1	Day	
Refreshments			1	Person	
Logistics			1	Person	
Assistant Videographer			1	Person	

N.B	Stamp and signature	
The service provider must deliver the final production in both 4K and 1080p resolutions, as well as in any additional formats agreed upon with MS prior to delivery.		
Date		