

## STORYTELLING COLLATERALS – LEAF Coalition

### CALL FOR PROPOSALS

#### Summary

[Emergent](#), the non-profit administrative coordinator of the [LEAF Coalition](#) is seeking a production company in Ghana to produce marketing collaterals telling the story of the impact of LEAF Coalition funding on the ground in Ghana from the point of view of beneficiaries such as farmers and local communities.

At COP28 in 2023, Emergent signed an Emissions Reductions Purchase Agreement (ERPA) with the Government of Ghana to supply high-integrity jurisdictional REDD+ emissions reductions and removals credits to LEAF Coalition buyers. For more information, please read the [press release](#). This year, Ghana is set to announce the first credit issuance of credits validated and verified under ART/TREES which would be used, in part, for the agreement with Emergent, a key milestone for the LEAF Coalition as it represents one of the first payments for verified TREES credits to forest governments and communities to reward their efforts in tackling deforestation.

#### Aims of the video collaterals

- To document and share the positive impact that forest protection programmes are having on communities and nature in Ghana, demonstrating that carbon finance is reaching farmers and forest communities and making a tangible difference to people's lives and the environment.
- To highlight how revenues from carbon credits are being reinvested into long-term forest protection, including training programmes, capacity development and job creation for local communities.
- To spotlight Ghana's critical role as one of the last strongholds of primary forest in West Africa, and the vital work being carried out to protect and restore this ecosystem.
- To showcase the government of Ghana's leadership and commitment to forest conservation, demonstrating its role as a pioneer in leveraging carbon finance to achieve both environmental and social development goals.
- To illustrate the alignment between forest protection and Ghana's broader national development priorities, including rural livelihoods, food security, and climate resilience.
- To build a compelling and evidence-based visual narrative that strengthens confidence – among civil society, local communities, and international partners and credit buyers – in the integrity and impact of carbon finance in Ghana.
- To create powerful marketing collateral that tells the story of real-world impact to potential buyers of high-integrity carbon credits, supporting future carbon credit sales that will in turn generate further benefits for forests and communities.

For further context please see the annex of suggested interview questions below.

## Scope of Work and Deliverables

We are looking for a production company based in Ghana to capture footage and deliver all raw and captioned material to Emergent between dates 27<sup>th</sup> April – 1<sup>st</sup> May 2026. Emergent will manage post-production and editing separately. The production company's scope covers the following:

1. Interview footage – Filmed interviews with a range of stakeholders on the ground in Ghana, including farmers, local community representatives, women's group members, conservation practitioners, NGOs, and government spokespersons as directed by Emergent and the Ghana Forestry Commission. Each interview should be filmed to a high standard suitable for editing into both long-form and short-form content. Interviews to be conducted in local dialects where preferred.
2. B-roll and landscape footage – Sufficient footage to support storytelling across all themes: forest landscapes, farming and livelihood activities, community life, conservation and restoration work, and environmental impact on the ground. Locations to be confirmed with the Emergent and the Ghana Forestry Commission.
3. Photography – High-quality photography of interviewees, conservation activities, forest landscapes, and community activities in their surrounding environment.
4. Captioning – All footage should be delivered with captions files available in English.

The production company should be equipped for travel to rural and remote forest locations and include the cost of an interpreter to handle any translation as well as cost to cover your own travel, accommodation and insurance as well as travel and accommodation for two members of Emergent staff.

Emergent's communications team will be available in person during the trip to provide guidance on content priorities and to support logistics on the ground.

## Gender and Representation

We are committed to ensuring good gender representation among spokespeople featured across all collaterals and aim to feature a balance of male and female voices across different stakeholder groups and dimensions of the programme's impact. We are particularly keen to feature female farmers, community leaders, and women's group representatives.

## Submission Requirements

Please submit a short proposal (1-2 pages max) outlining how you will deliver the items in the scope of work above, along with an itemised quote in US\$ to Daisy Payne and Eric Parfait Essomba by

**1<sup>st</sup> April 2026.**

[daisy@emergentclimate.com](mailto:daisy@emergentclimate.com)

[eric.essomba@emergentclimate.com](mailto:eric.essomba@emergentclimate.com)

Please note, Emergent is a non-profit with a mission to halt and reverse tropical deforestation. Value for money is crucial to us and will be a key consideration when evaluating proposals.

If successful, the chosen company will need to be available for a pre-project kick off meeting in the first week of April.