Call for Proposals—Documentary Video Production

Application deadline: November 11, 2026
Engagement period: November 2026–March 2027 (the interviews need to be done by the end of November; the shooting script needs to be done by mid-December)
Submission contact: Helen Zhang, Marketing & Communications Specialist, Helen.Zhang@actiondignity.org
Location: Calgary, Alberta

Project background

ActionDignity works alongside ethnocultural and equity-seeking communities to advance equity through transformational change in communities. This project combines qualitative community-based participatory action research with a storytelling campaign exploring the impact of delayed, unsuccessful or non-recognition of foreign credentials on internationally trained professionals in Alberta. The objective of the project is to generate community-based evidence and build public awareness to strengthen public education and inform policy advocacy and improvements to credential recognition and workforce integration pathways.

The documentary will enable participants to communicate their experiences directly, in their own voices. The documentary is to help audiences understand the personal, professional, and community impacts of credential recognition barriers in an engaging way, while highlighting participants' skills, contributions, and aspirations. Intended audiences include employers, regulators, policymakers, community organizations, and the broader public.

Creative and storytelling approach

ActionDignity invites proposals from qualified professionals, production companies or multidisciplinary teams to develop a documentary video for our storytelling campaign.

We seek respectful, engaging storytelling that centers participants' agency and lived experience. The work should explore the systems shaping their experiences and avoid stereotypes or portrayals that reduce participants to hardship. Stories must remain faithful

to what participants share; editing must not imply views or policy positions they have not expressed.

The documentary should use a character-driven approach, combining interviews with footage of participants' daily work or lives where appropriate and permitted. Text cards with key questions may help connect individual experiences to broader issues. The final creative direction will be developed collaboratively with ActionDignity.

Scope of work and deliverables

Project planning and coordination

- Attend a kickoff meeting and develop a work plan covering the creative approach, interview and filming schedule, participant support, review stages and delivery dates.
- Collaborate with ActionDignity's research and communications teams to align production with the research protocol, campaign objectives, consent process and brand guidelines

Participant interviews recording

- Record 15 interviews with professional-quality video and sound, subject to each participant's consent. Plan a setup that supports both research needs and documentary production without requiring participants to repeat sensitive accounts unnecessarily.

Documentary video

- Develop a story outline and shooting script; capture supplementary footage of participants' daily work or lives, with permission for people and locations shown.
- Produce one documentary of 15–20 minutes featuring selected interviewed participants, selected with ActionDignity based on the emerging stories, consent and production feasibility.
- Produce short videos for social media use with highlights of the documentary.
- Complete editing, sound mixing, colour correction, graphics, music licensing, credits and English captions. Provide a clean master, a captioned version, a separate caption file and a descriptive transcript. Proposed delivery: full HD or higher, with final format agreed at kickoff.

Review and final handover

- Include three consolidated rounds of ActionDignity revisions, with participant review scheduled before final approval.
- Deliver approved final materials and video project files, organized footage and audio, transcripts, and a list of third-party assets and license restrictions.

Optional added value
Applicants may propose separately priced promotional support, such as a screening plan, partner outreach, or media pitching.

Roles and responsibilities

ActionDignity will lead the research, provide interview questions and relevant campaign materials, recruit participants, coordinate initial introductions, and lead consent and participant support arrangements. We will provide brand assets, consolidate feedback and approve the final deliverables. Interview scheduling and filming logistics will be coordinated jointly.

The selected professional or team will provide production personnel, equipment, recording, editing, and project management. Applicants should identify any support expected from ActionDignity, including meeting space, transportation, interpretation, participant honoraria or location access, and clarify which costs their fee includes.

Expertise and qualifications

Applicants should demonstrate the following experience and capabilities:

- A strong portfolio in documentary production, either individually or through a clearly identified team.
- Experience working with ethnocultural communities, newcomers, internationally trained professionals or other communities facing systemic barriers.
- Technical capacity for high-quality filming, audio, editing, and accessible content production, and availability for filming in Calgary during the engagement period.
- Ability to collaborate with a community-based research team, manage participant review and deliver within the proposed schedule and budget.

Experience with participatory research, nonprofit advocacy or employment equity is an asset.

Submission requirements

Please submit one PDF proposal containing:

- Applicant profile: a brief introduction, relevant experience, team members and their roles, and contact information for the project lead.
- Project understanding and approach: your proposed creative direction, story development process and approach to participant care, consent and accessibility.

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- Work plan: key activities, filming availability, review stages and milestones demonstrating how the project will be completed by March 31, 2027.
- Itemized budget in Canadian dollars: fees by activity, number of filming days, travel, transcription, interpretation or translation, accessibility, music and asset licenses, and applicable taxes. Identify exclusions, optional services and a proposed payment schedule.
- Portfolio: 2–3 relevant work samples. Explain your role in each sample.
- References: contact details for two relevant clients or collaborators, with their permission; references will be contacted only if needed during selection.
- Disclosures: any actual or potential conflicts of interest, proposed subcontractors and anticipated use of AI tools in transcription, writing or production.

Send proposals to helen.zhang@actiondignity.org with the subject line "Video Production Proposal—Unlock Canada's Talent Storytelling Campaign" by November 11, 2026.

Selection process

ActionDignity will assess proposals based on relevant experience and portfolio quality; understanding of the project; ethical and participatory storytelling methods; the feasibility of the work plan; and overall value for the proposed budget. Promotional networks and outreach ideas may be considered as added value.

Shortlisted applicants may be invited to a discussion or asked for clarification. ActionDignity may negotiate the scope, schedule and budget with the preferred applicant. The lowest-priced proposal will not necessarily be selected. Submission of a proposal does not create a contract or a commitment to reimburse proposal preparation costs.

ActionDignity reserves the right to modify deadlines, change the scope of work, amend this CFP, reject any or all submissions for any reason without incurring any cost or liability, cancel or amend this CFP, negotiate with any agency and select the agency that best meets ActionDignity's needs without explanation.