



TERMS OF REFERENCE (ToR)
for Production of Animated Video on White-Bellied Heron (WBH)
Conservation

Contract or visit us:

Royal Society for Protection of Nature (RSPN)
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Table of Contents

1. Background
2. Objective of the Assignment
3. Specific Tasks
4. Deliverables
5. Time frame of the Assignment
6. Remuneration
7. Selection Criteria
8. Proposal Submission

1. Background

Royal Society for Protection of Nature (RSPN) is a citizen-based NGO established in 1987 under the Royal Command of His Majesty the Fourth Druk Gyalpo Jigme Singye Wangchuck. RSPN is devoted to the conservation of Bhutan's unique environment. Since its establishment, RSPN made significant contributions towards biodiversity conservation, community livelihood enhancement and overall improvement of the environment in Bhutan. RSPN is currently implementing the project '*Developing Ecosystem Based-solutions for Managing Biodiversity Landscapes in Bhutan*'.

This project is funded by the Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMU), Germany through International Climate Initiative (IKI) with co-funding from MAVA Foundation, Switzerland, and RSPN. This is a five-year project with an objective to establish approaches and tools for protecting and managing the Critically Endangered White-bellied Heron (WBH) habitats along Punatsangchhu and Mangdechhu basins.

To create public awareness and inform larger communities on conservation importance of WBH, we are developing animated videos mostly targeting children, youths and rural communities. Therefore, RSPN would like to invite licensed and certified professional Audio-Visual /Animation Firms to submit proposals for developing animated video on WBH Conservation in Bhutan.

2. Objective of the Assignment

The objective of the assignment is to:

- Produced a total of 10 minutes animated video (story to be developed in collaboration with RSPN) divided into three segments on '**WBH CONSERVATION IN BHUTAN.**'

3. Specific tasks

The Consultancy firm shall accomplish the following tasks:

- Hold preparatory discussion with RSPN regarding the development of animated video.
- Prepare script, illustrations, storyboarding and narration for the animated video in consultation with the RSPN team.
- Record narration and prepare background music for the video.
- Produce the animated video in both English and Dzongkha and have subtitles.
- Prepare draft videos and submit for final feedback before the deadline of the contract.
- Produce the final animated video of at least 10 minutes.

4. Deliverables

The following are the key deliverables of the assignment:

- A detailed work plan and schedule for developing the animated video.
- A storyboard and script for the animated video on WBH Conservation.
- Final illustrations and audio recording of the animated characters.
- Final 10 minutes master animated video in HD.

5. Time frame of the Assignment:

The assignment is for a total of 77 days.

6. Remuneration

A total of EURO 9000 (EURO Nine Thousand only) is available for the assignment.

Payment shall be made as per the following schedule as specified in the contract agreement in **THREE** installments;

- I. 20 % upon signing the contract agreement.
- II. 30% upon submission of final script and storyboard.
- III. 50% upon submission of the final master animated video.

7. Selection Criteria

The selection of the proposals shall be based on the following criteria:

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1	Profile of Firm	20
1.1	Valid Company Trade License	
1.2	Valid Tax Clearance Certificate issued by RRCO	

1.3	CV of the company and team	
2	Technical Functionality	20
2.1	<p>Past experiences in similar video production (share a copy of latest project)</p> <p>The proposal will be evaluated based on the following criteria;</p> <ul style="list-style-type: none"> - Use of appropriate visual effects & graphics, - Quality of narration - Background music - Clarity of Information - Overall Video Quality 	
3	Personnel	20
3.1	CV of company CEO/Proprietor	
3.2	CV of the Team Members	
4	Methodology	20
4.1	Clear description of production methods submitted	
4.2	Work Plan and input Schedule	
4.3	High Quality convertible video	
6	Financial	20
6.1	The financial breakdown submitted	
	TOTAL	100

8. Proposal submission

Interested consultancy firms may submit the proposal with complete required documents in a sealed envelope entitled “Proposal for Production of Animation video on WBH Conservation” addressed to ADM/HR Division, RSPN by **4:00pm, 31st January 2022**. A sum of **Nu.300 (Non-refundable)** must be paid while submitting the proposal.

The submission must include:

- A Technical Proposal:
 - Cover letter,
 - Project proposal, clearly describing your video concept, methodology, workplan, and budget breakdown.
- Detail CV of team leader and team members,
- Company’s profile clearly indicating past experiences in similar projects,
- A copy of sample video as reference (past projects),
- EMD Cheque equivalent to EURO 900/-.

Note: Proposal with incomplete documents will be disqualified.