



**Royal Society for Protection of Nature (RSPN)**

**Terms of Reference (ToR) for Production of Project Documentary and Promotional Videos**

**February 16th, 2022**

**Project: Developing Ecosystem-based Solutions for Managing Biodiversity Landscapes in Bhutan**

Supported by:



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety



based on a decision of the German Bundestag

## **Table of Contents**

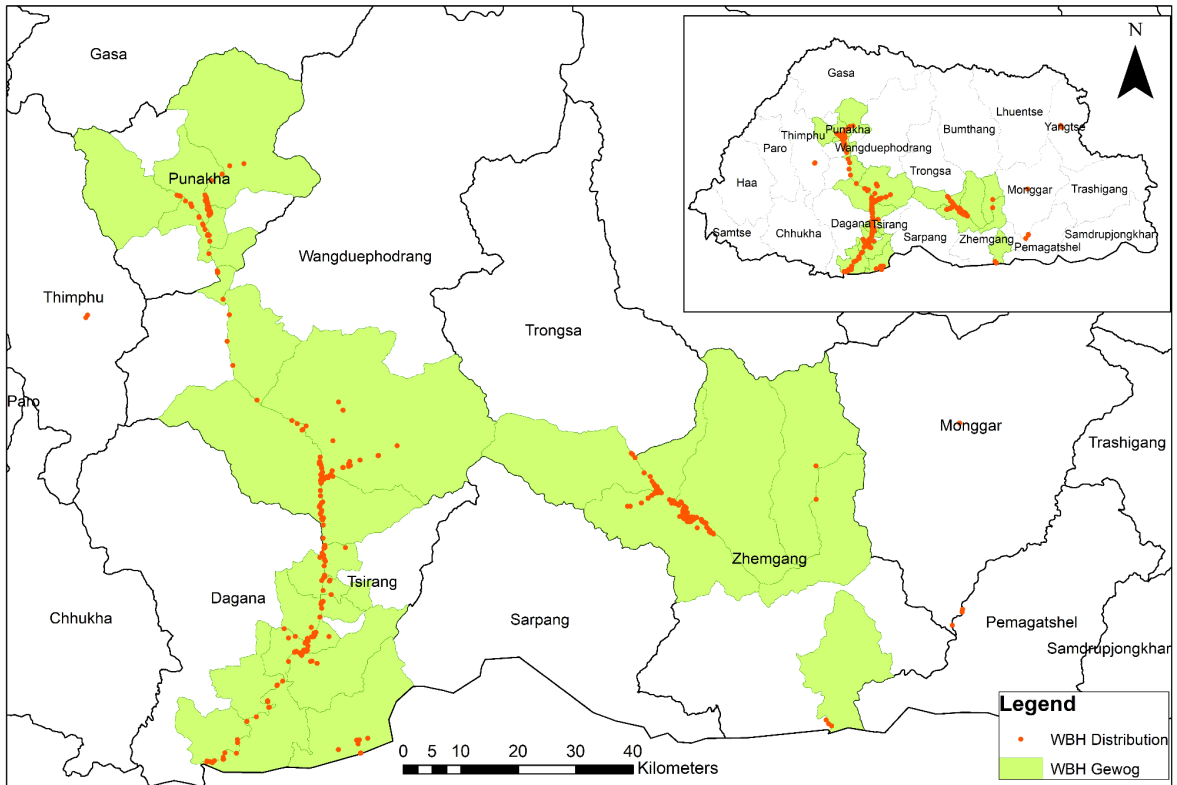
1. Background
2. Objective of the Assignment
3. Specific Tasks
4. Key Deliverables
5. Time Frame of the Assignment
6. Equipment for the Assignment
7. Remuneration
8. Selection Criteria
9. Application Procedure

### **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 a significant contribution towards the betterment of wildlife, the livelihood of community people, and the overall improvement of the environment in Bhutan. At the moment, from the many projects RSPN is implementing - a project '***Developing ecosystem based-solutions for managing biodiversity landscapes in Bhutan***' is one of the mega project which is expected to value add on the existing interventions /efforts of the organisation for the conservation of White-bellied Heron (WBH). The project aims to establish approaches and tools for protecting and managing the Critically Endangered WBH habitats along Punatsangchhu and Mangdechhu basins.

As part of knowledge management, education and awareness, and documentation of experiences and lessons pertaining to the project, we will be producing documentary videos that will entail overall project implementation process. The materials will be used as a tool to create awareness of the current project activities to the general public and also to complement the efforts in disseminating the importance of conservation of WBH to our partners, donors, and the rest of the world. Therefore, RSPN would like to invite specialised

licensed Audio-Visual Production Firms to submit Expression of Interest (EOI) to produce project documentary and promotional videos in the field of WBH Conservation, Climate Smart Agriculture and Ecotourism to the aforementioned project.



*Project area (Punakha, Wangduephodrang, Tsirang, Dagana, Trongsa and Zhemgang Districts)*

## 2.Objective of the Assignment

The objectives of the assignment are as follows:

1. Carryout Visual Documentation of the annual activities, achievements and the conservation efforts within the project for Year **2022,2023, 2024, 2025** and **2026**.
2. Develop Promotional videos for ***WBH Conservation, Climate Smart Agriculture and Eco-tourism.***
3. Produce an ***overall documentary of the project*** consisting of key activities, milestones and lessons learned from the project implementation period (2021-2026.)

### 3. Specific tasks for the assignment

The Consultant must work closely with the RSPN for the accomplishment of the following specific tasks:

- Hold preparatory discussions with the RSPN team on the production of the videos.
- Prepare script/concept and narration for the project documentaries and promotional videos.
- Capture high-resolution footage from the project areas based on the finalised script together with the relevant RSPN staff.
- The selected firm should be available to join the project team in the field as per RSPN's schedule and requirements. The activity calendar will be shared with the firm.
- The videos should consist of various camera angles inclusive of aerial views using UAV/drones with prior approval from the concerned office/department.
- Record narration and prepare background music for the videos.
- The video documentary must capture real people/characters/custodians.
- For the benefit of the wider audience, videos must be recorded both in English and Dzongkha languages with subtitles.
- Prepare draft videos and submit for final feedback before the deadline of contract.
- Produce **3 promotional videos** of *3-4 minutes (per video)*, which can be supported by any current video playing gadgets.

### 4. Output /Deliverables

- i. Prepare and submit a storyboard and script in consultation with the Communications and Education Division prior to recording and filming.
- ii. Prepare and submit a work plan for creating documentary and promotional videos as per scheduled project activities.
- iii. Submit raw pictures (300dpi), audio/video, and edited video recording of the elements captured, and the footage of the recorded stories.

- iv. Present a complete **20 minutes documentary** and **3-4 minutes promotional videos** on WBH Conservation, Climate Smart Agriculture and Ecotourism and hand over a master copy of each version to RSPN.
- v. Conduct 3 days course/workshop on basic photography,videography and editing using mobile phones and basic cameras for RSPN’s project staff.
- vi. The Copyrights must be issued to RSPN.

**5.Time frame of the Assignment:**

The assignment will be for a period of **40 days** engagement annually for a period of 5 years from 2022-2026.

**6.Equipment for the Assignment**

No equipment will be purchased or provided by RSPN.

**7.Remuneration**

A total of **EUR 12,500/- ( Twelve Thousand Five Hundred Euros only)** is available for the assignment. That will be a sum of **EUR 2500 annually**.

The following Annual payment Schedule will be followed:

- i. **20 %** upon signing of contract.
- ii. **30%** upon submission of inception report and acceptable scripts/outline.
- iii. **50%** final payment upon submission of the final output of documentary video and three promotional videos after incorporating suggestions and recommendations from RSPN.

**8. Selection Criteria:**

The selection of the proposals shall be based on the following criteria. The financial proposal shall be rated on the fixed cost evaluation basis.

<b>Sl. No</b>	<b>Criteria</b>	<b>Marks</b>
<b>1</b>	<b>Profile of Firm</b>	<b>20</b>
1.1	Company Profile & Experiences	
1.2	Valid Company Trade Licence & Valid Tax Clearance Certificate issued by RRCO	

1.3	CV of Professional team	
<b>2</b>	<b>Technical Functionality</b>	<b>25</b>
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"> <li>- Use of appropriate visual effects &amp; graphics,</li> <li>- Quality of narration</li> <li>- Background music</li> <li>- Clarity of Information</li> <li>- Overall Video Quality</li> </ul>	
<b>3</b>	<b>Personnel</b>	<b>15</b>
3.1	Expertise of the Personnel	
<b>4</b>	<b>Approach &amp; Methodology</b>	<b>20</b>
4.1	Clear description of Documentary production	
4.2	Work Plan and input Schedule	
4.3	High Quality convertible video outputs	
<b>6</b>	<b>Financial</b> (Financial assessment shall be done on the basis of overall financial planning and not on the quoted amount)	<b>20</b>
6.1	Detail financial proposal submitted	
	<b>TOTAL</b>	<b>100</b>

### 9.Application Procedure

Interested consultancy firms may submit the proposal with complete required documents in a sealed envelope entitled **‘Proposal for Production of Project Documentary &**

**Promotional Videos’ addressed to Executive Director, RSPN and submit to ADM/HR Division, RSPN by 1600 hrs, March 11th 2022.**

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, team members and expertises (if any)
  - Company’s profile clearly indicating past experiences in similar projects,
  - A copy of sample documentary/Videos as reference (past projects),

**Note: Proposal with incomplete documents will be disqualified**

Find more about the project-<https://www.rspnbhutan.org/iki/>