



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

### **Terms of Reference (ToR) for Production of Promotional Videos for Ecotourism and Educational videos of Livelihood Options**

**March 6th 2024**

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

Supported by:



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

**IKI**

INTERNATIONALE  
KLIMASCHUTZINITIATIVE



based on a decision of the German Bundestag



། རྒྱལ་འཛིན་རང་བཞིན་སྲུང་སྐྱོབ་ཚོགས་སྡེ།

**Royal Society for Protection of Nature**

Under the Royal Patronage of Her Majesty Gyaltshen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in  
Conservation of the Kingdom's Environment

---

## **1.BACKGROUND**

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

RSPN is a Non-governmental Organisation established in 1987 under the Royal Command of His Majesty the Fourth Druk Gyalpo Jigme Singye Wangchuck devoted to the conservation of Bhutan's unique environment. Since its establishment, the RSPN is partnering with the Royal Government of Bhutan in conserving the environment through the initiative of species conservation, promotion of sustainable livelihood, and building community resilience through climate adaptation and mitigation measures.

### **Project: 'Developing Ecosystem Based-solutions for Managing Biodiversity Landscapes in Bhutan'**

Currently, RSPN is implementing one of the mega projects '**Developing Ecosystem Based-solutions for Managing Biodiversity Landscapes in Bhutan**' aimed to enhance organisation's interventions for the conservation of Critically Endangered White-bellied Heron (WBH). This ongoing project is supported by the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection, Federal Republic of Germany through the International Climate Initiative, aims to develop ecosystem-based solutions for managing biodiversity landscapes with a special focus on establishing approaches and tools for protecting and managing WBH habitats along Punatsangchhu and Mangdechhu basins in Bhutan. The project sites fall within the six Dzongkhags of *Dagana, Punakha, Trongsa, Tsirang, Wangduephodrang and Zhemgang*. The project also aims to design and apply community engagement strategies for WBH conservation through diversification of livelihood options and promotion of environmentally conducive livelihood approaches for strengthening community's resilience to climate change in the long run.

### **Climate Smart Agriculture (CSA) and Community-based Ecotourism (CBET):**

CSA and CBET are the key livelihood programs of the project that demonstrates the importance of conservation as a basis for sustained socio-economic well-being of the



# ། རྒྱལ་འཛིན་རང་བཞིན་སྲུང་སྐྱོབ་ཚོགས་སྡེ། Royal Society for Protection of Nature

Under the Royal Patronage of Her Majesty Gyaltsuen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in  
Conservation of the Kingdom's Environment

---

communities. The communities living in the project area are subsistence farmers depending on surrounding natural resources for living. Hence, the co-existence of WBH and local communities is largely dependent on keeping the natural resources intact along these two river basins. To provide alternative economic and employment opportunities and to garner support for WBH conservation activities, the project takes a community incentive-based and participatory approach to project planning and implementation and provides conservation co-benefits to the communities within the project sites.

As part of knowledge management, education, promotion, awareness, and documentation of experiences, lessons and also the impact of the project initiatives, the RSPN will develop promotional and knowledge materials in the form of videos. In this regard, the RSPN would like to invite specialised licensed Audio-Visual Production Firms to submit Expression of Interest (EOI) to produce a total of **six promotional and educational videos**. These promotional videos will firstly contribute towards introduction of the current project activities especially on the RSPN's interventions on CSA to the general public and also inform on the CSA and the various interventions under it to our partners, donors, and the rest of the world. Further, the promotional videos of Ecotourism will promote the developed ecotourism initiatives and help reach out to the larger audience and visitors as well.

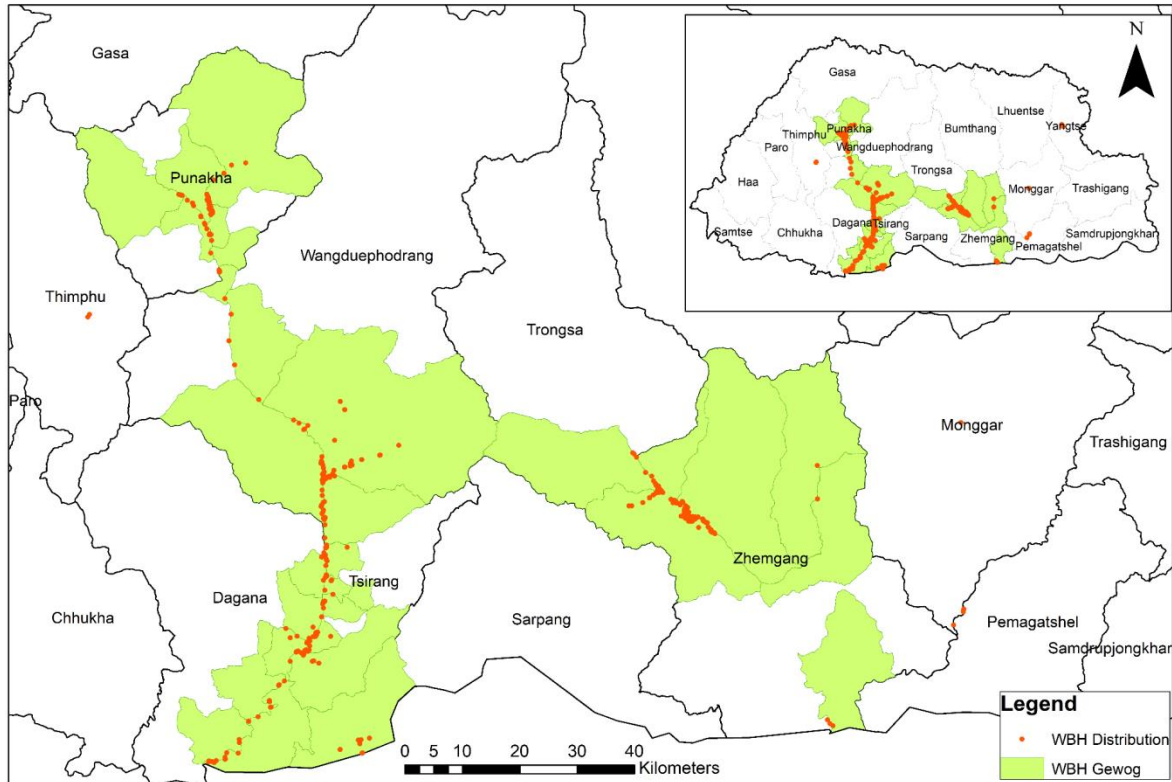


# ལྷོ། ། རྒྱལ་འཛོལ་པོ་ལོ་བཞེད་སྤྱི་བཞུགས་ཚོགས་སྡེ།

## Royal Society for Protection of Nature

Under the Royal Patronage of Her Majesty Gyalsuen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in Conservation of the Kingdom's Environment



*The Project area covers the six districts- Punakha, Wangduephodrang, Tsirang, Dagana, Trongsa and Zhemgang*

## 2. OVERALL ASSIGNMENT

The firm will develop a total of six promotional and educational videos covering two different project interventions as below:

- i. Three educational videos on Climate Smart Agriculture (Livelihood options)** and its intervention in sequel.
- ii. Three Promotional videos on Community-based ecotourism** and highlight the tourism assets of (Dzongkhags) to reach the international and national tourism markets.

## 3. SCOPE OF WORK

The firm will develop in one promotional video for ecotourism and one covering two different project intervention and they are:

- i. Develop educational videos for Climate Smart Agriculture interventions in sequel.*



# ལྷོ། ། རྒྱལ་འཛིན་རང་བཞིན་སྤུང་སྦྱོབ་ཚོགས་སྡེ།

## Royal Society for Protection of Nature

Under the Royal Patronage of Her Majesty Gyaltsuen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in Conservation of the Kingdom's Environment

| Sequence            | Content of the video   | Project sites   |
|---------------------|--|---|
| 1                   | Climate-Smart Agriculture (CSA); <ul style="list-style-type: none"> <li>• Supply of hybrid seed and seedling (Horticulture, vegetable, agriculture and high value forest tree seedlings)</li> <li>• Supply and installation of polyhouse</li> <li>• Post-harvest trainings</li> <li>• Marketing and Packaging training</li> <li>• Self-help group and Youth group</li> </ul> | Punatshangchhu and MangdeChhu basins ( <i>Punakha, WangduePhodrang, Tsirang, Dagana, Trongsa, Zhemgang and Dzongkhags</i> ) |
| 2                   | Human-wildlife Conflict: <ul style="list-style-type: none"> <li>• Human-wildlife Conflict Group formation</li> <li>• Crop compensation scheme and seed money</li> <li>• Electric fencing</li> </ul>  |   |
| 3                   | Rural Water Supply Scheme  |   |
| <b>Total videos</b> |  | <b>3 nos.</b>   |

**ii. Develop promotional videos highlighting the community-based tourism assets of (respective Dzongkhags) to reach out the international and national tourism markets.**

The firm is expected to produce a total of three travel documentary featuring tourism resources in six Dzongkhags, which could be used as promotional material as follows:

| Sl # | Content of the video | Project sites |
|------|----------------------|---------------|
|      |                      |               |



# ལྷོ། ། རྒྱལ་འཛིན་པ་བཞིན་སྲུང་སྐྱོབ་ཚོགས་སྡེ།

## Royal Society for Protection of Nature

Under the Royal Patronage of Her Majesty Gyaltshen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in Conservation of the Kingdom's Environment

|   |   |  |
|---|---|--|
| 1 | <p>Highlight all the community-based tourism products and services in Dagana and Tsirang along the Punastangchu river basins (<i>3 km radius using ARC GIS</i>).</p> <p>Products and Services available are:</p> <p>Homestays, Campsite, Nature Trail, attractive and significant cultural and natural sites, farming activities, village tour, White-bellied Heron Conservation Center, WBH, etc.</p>  | <p><b>Tsirang Dzongkhag</b></p> <ul style="list-style-type: none"> <li>● Rangthaling Gewog- Sunkosh Village</li> <li>● Barshong Gewog- Toesang and Balwani Village</li> <li>● Tsirangtoe- White-bellied Heron Conservation Center and old ruin of Tsirang Dzong</li> <li>● Sunkosh Nature Trail</li> </ul> <p><b>Dagana Dzongkhag</b></p> <ul style="list-style-type: none"> <li>● Tshendagang Gewog- Baragumti and Samarchu Chiwog</li> <li>● Kana Gewog - Lhaling and Nindu Village</li> <li>● Bara-gumati Nature Trail</li> </ul> |
| 2 | <p>Highlight all the community-based tourism products and services in Zhemgang and Trongsa along the Mangdechhu river basins (<i>3 km radius using ARC GIS</i>).</p> <p>Products and Services available are:</p> <p>Homestays, Ecolodge, Botanical Garden, Campsite, Nature Trail, attractive and significant cultural sites and natural sites such as Terdra (Milerapa Nye), Yudroncholing Palace, Nabji Lhakhang, Khorphu Lhakhang, Ugyendra Nye, farming activities, village tour, White-bellied Heron, etc.</p> | <p><b>Zhemgang Dzongkhag</b></p> <ul style="list-style-type: none"> <li>● Trong Gewog-Berti</li> <li>● Phangkhar Gewog- Pantang</li> <li>● White-bellied Nature Trail</li> </ul> <p><b>Trongsa Dzongkhag</b></p> <ul style="list-style-type: none"> <li>● Langthel Gewog- Yudroncholing Village</li> <li>● Khorphu Gewog- Nabji and Khorphu Village</li> </ul>   |
| 3 | <p>Highlight all the community-based tourism products and services in Punakha and Wangduephodrang</p>   | <p><b>Punakha Dzongkhag</b></p>  |



# ལྷོ། ། རྒྱལ་འཛིན་རང་བཞིན་སྲུང་སྐྱོབ་ཚོགས་སྡེ།

## Royal Society for Protection of Nature

Under the Royal Patronage of Her Majesty Gyaltshen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in Conservation of the Kingdom's Environment

|  |   |   |
|--|---|---|
|  | <p>along the Punatshangchu river basins (<i>3 km radius using ARC GIS</i>).</p> <p>Products and Services available are:</p> <p>Homestays, Ecolodge, Botanical Garden, Campsite, Nature Trail, attractive and significant cultural sites and natural sites such as Bumpa Nye, Kabji Hoka Tsho, Ugyenphu Nye, farming activities, village tour, WBH, etc.</p> | <ul style="list-style-type: none"> <li>● Goenshari Gewog- Yorbo and Gungang Village</li> <li>● Kabesa Gewog- Wokhu Damchi Chiwog and Eusakha Chiwog</li> <li>● Guma Gewog-Docho Risa Chiwog</li> <li>● Dzombi Gewog- Tsekha Village</li> <li>● Chubu Gewog- Jawakha-Sewla Chiwog, Yebisa Village</li> <li>● Toedwang Gewog- Tamidamchu Village and Bjibjokha Village</li> <li>● Lingmukha Gewog- Lingmukha Village</li> <li>● Kabji-Hoka Tsho Nature Trail</li> </ul> <p><b>Wangdue Phodrang Dzongkhag</b></p> <ul style="list-style-type: none"> <li>● Ruebesa Gewog-Ngachegyugakha village</li> </ul> |
|  | <b>Total videos</b>   | <b>3 nos.</b>   |

#### 4. SPECIFIC TASK FOR THE ASSIGNMENT

The Firm should work closely with the RSPN for the accomplishment of the following specific tasks:

##### i. CSA Educational videos

- Develop concept/script for production of educational videos
- Hold preparatory discussions with the RSPN team about the preparation of videos.



# ། རྒྱལ་འཛིན་རང་བཞིན་སྲུང་སྐྱོབ་ཚོགས་སྡེ།

## Royal Society for Protection of Nature

Under the Royal Patronage of Her Majesty Gyaltshen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in  
Conservation of the Kingdom's Environment

- Capture high-resolution footage from the project areas as per requirement and discussion with the relevant staff of RSPN according to the prepared script/outline. The selected firm should be available to join the project team in the field as per RSPN's schedule and requirements.
- The videos should consist of various camera angles including aerial views using UAV/drones.
- Record narration and prepare background music for the videos.
- The promotional videos must capture real people/characters/custodians including interviews.
- For the benefit of a wider audience, the videos must be recorded in Dzongkha/local dialect with English subtitles.
- Prepare draft videos as per the timeline for comments and approval. The firm will incorporate all the comments and present the final videos as per the agreed timeline to RSPN Management and team.
- Produce promotional videos of **3-5 minutes (per video)**, which can be supported by any current video playing gadgets including Youtube Channel and other social media platforms.
- No equipment will be purchased or provided by RSPN. Any equipment needed to complete this assignment shall be arranged by the service provider, consultant.

### ii. Eco-tourism promotional videos

- Prepare script/concept and narration for the travel promotional videos.
- The promotional videos must capture real people/characters/custodians including interviews and will highlight village homestays, campsites, nature trails and other tourism attraction aspects as well to reach out to a wider audience.
- For the benefit of a wider audience, the videos must be recorded in Dzongkha/local dialect with English subtitles.
- Hold preparatory discussions with the RSPN team about the preparation of videos.
- Capture high-resolution footage from the project areas as per requirement and discussion with the relevant staff of RSPN according to the prepared script/outline.





# ལྷོ། ། རྒྱལ་འཛིན་པ་བཞིན་སྲུང་སྐྱོབ་ཚོགས་སྡེ། Royal Society for Protection of Nature

Under the Royal Patronage of Her Majesty Gyaltshen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in  
Conservation of the Kingdom's Environment

The selected firm should be available to join the project team in the field as per RSPN's schedule and requirements.

- The videos should consist of various camera angles including aerial views using UAV/drones.
- Record narration and prepare background music for the videos.
- Prepare and submit the draft videos as per the timeline for comments and approval. The firm will incorporate all the comments and present the final videos as per the agreed timeline to RSPN Management and project team.
- Produce promotional videos of **8-10 minutes (per video)**, which can be supported by any current video playing gadgets including Youtube Channel and other social media platforms.
- No equipment will be purchased or provided by RSPN. Any equipment needed to complete this assignment shall be arranged by the service provider, consultant.
- No equipment will be purchased or provided by RSPN. Any equipment needed to complete this assignment shall be arranged by the service provider, consultant.

## 5. OUTPUT/ DELIVERABLES

- i. Prepare and submit a storyboard and script in consultation/collectively with the Communications Officer and Project Officers for the promotional and knowledge sharing videos for approval before recording and filming.
- ii. Prepare and submit a work plan for creating promotional and knowledge sharing 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 the complete set/package of videos on Climate Smart Agriculture and Ecotourism and hand over a master copy of each version to RSPN.

## 6. TIME FRAME OF THE ASSIGNMENT:

This task shall be contracted for **183 days (spread over 6 months)** commencing from the date of signing of the contract agreement. The final video should be submitted no later than Date/ Month/ Year.



# ལྷོ། ། རྒྱལ་འཛིན་རང་བཞིན་སྲུང་སྐྱོབ་ཚོགས་སྡེ།

## Royal Society for Protection of Nature

Under the Royal Patronage of Her Majesty Gyaltzen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in Conservation of the Kingdom's Environment

The time frame for the assignment will be as follows:

### Time-frame (First-Second month from the date of contract agreement signing):

| Sl # | Videos   | Project sites  |
|------|--|--|
| 1    | Develop promotional videos highlighting the community-based tourism assets of Dagana and Tsirang to reach out the international and national tourism markets.  | Dagana and Tsirang Dzongkhags  |
| 2    | Develop educational videos on Climate-Smart Agriculture (CSA); <ul style="list-style-type: none"> <li>● Supply of hybrid seed and seedling (Horticulture, vegetable, agriculture and high value forest tree seedlings)</li> <li>● Supply and installation of polyhouse</li> <li>● Post-harvest trainings</li> <li>● Marketing and Packaging training</li> <li>● Self-help group and Youth group</li> </ul> | Punatshangchhu and MangdeChhu basins (Punakha, WangduePhodrang, Tsirang, Dagana, Trongsa, Zhemgang and Dzongkhags) |
|      | <b>Total videos</b>  | <b>2 nos.</b>  |

### Time-frame (Third-Fourth month):

| Sl # | Videos  | Project sites  |
|------|---|--|
| 1    | Develop promotional videos highlighting the community-based tourism assets of Punakha and Wangdue to reach out the international and national tourism markets.  | Punakha and Wangdue Dzongkhags   |
| 2    | Develop educational videos on Human-wildlife Conflict interventions as follows : <ul style="list-style-type: none"> <li>● Human-wildlife Conflict Group formation</li> <li>● Crop compensation scheme and seed money</li> <li>● Electric fencing</li> </ul> | Punatshangchhu and MangdeChhu basins (Punakha, WangduePhodrang, Tsirang, Dagana, Trongsa, Zhemgang and Dzongkhags) |



# ལྷོ། ། རྒྱལ་འཛིན་རང་བཞིན་སྲུང་སྐྱོབ་ཚོགས་སྡེ།

## Royal Society for Protection of Nature

Under the Royal Patronage of Her Majesty Gyaltshen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in Conservation of the Kingdom's Environment

|              |               |
|--------------|---------------|
| Total videos | <b>2 nos.</b> |
|--------------|---------------|

### Time-frame (Fifth-Sixth month):

| SI #         | Vidoes  | Project sites  |
|--------------|---|--|
| 1            | Develop promotional videos highlighting the community-based tourism assets of Trongsa and Zhemgang to reach out the international and national tourism markets. | Trongsa and Zhemgang Dzongkhags  |
| 2            | Develop educational videos on Rural Water Supply Scheme   | Punatshangchhu and MangdeChhu basins<br>( <i>Punakha, WangduePhodrang, Tsirang, Dagana, Trongsa, Zhemgang and Dzongkhags</i> ) |
| Total videos |   | <b>2 nos.</b>  |

### 7. PAYMENT SCHEDULE

The payment shall be done as per the RSPN financial rules and regulation as below:

- 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 promotional videos incorporating suggestions and recommendations from RSPN.

### 8. APPLICATION PROCEDURE

Interested consultancy firms may submit the proposal with complete required documents in a sealed envelope entitled '**Proposal for Promotional Videos on Ecotourism and Educational**



༄། ། རྒྱལ་འཛིན་རང་བཞིན་སྲུང་སྐྱོབ་ཚོགས་སྡེ།

**Royal Society for Protection of Nature**

Under the Royal Patronage of Her Majesty Gyaltsuen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in  
Conservation of the Kingdom's Environment

---

**Videos on Livelihood Options' addressed to Executive Director, RSPN and submit to Administration and Finance Division (AFD), RSPN on March 26th,2024 by or before 12 Noon.**

The submission must include:

1. Cover letter
2. Technical project proposal (clearly describing your video concept, methodology, and workplan
3. Financial project proposal - a clear budget breakdown.
4. Detailed CV of team leader, team members and expertises with their qualifications.
5. Company's profile clearly indicating past experiences in similar projects,
6. Any copy of sample documentary/videos as reference (past projects)

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