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## TERMS OF REFERENCE

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**To Produce Three Video Documentaries on the following topics: -**

- 1. Eco-System Conservation and Management Project**
- 2. Pilot Landscape Planning and Management**
- 3. Human Elephant Co-existence for Livelihood Protection**



Ministry of Mahaweli Development and Environment

## Background Information and Rationale

Purpose:	Produce Three Video Documentaries
Project:	Ecosystem Conservation and Management Project (ESCAMP), Ministry of Mahaweli Development and Environment
Task:	Three separate documentaries to be produced based on the attached concept notes
Evaluator:	Technical Team Assigned by the ESCAMP PMU

### 1. Overall objective of the assignment

The objective of the assignment is to direct and produce three separate high quality 12-13-minutes video documentaries in broadcast standard related to the ESCAMP project that would highlight the below mentioned topics. The documentaries should be able to communicate with the expected target group and create awareness on the following topics by focusing on the projects' interventions, and approaches planned by ESCAMP with regard to the selected ecosystem in Sri Lanka. The notions that needed to be highlighted are described in the attached documents. The attached concept notes focus on: -

- a. Ecosystem Conservation and Management Project.
- b. Pilot Landscape Planning and Management
- c. Human-Elephant Co-Existence for livelihood protection

The documentaries should detail the development objective of the project considering the contributions made by the project components and show how the project could collectively improve the conditions of selected ecosystems and livelihoods of the Protected Areas and adjacent communities. The intention is to show the challenges and the improvement in the status of the ecosystems with ESCAMPs' efforts.

### User groups and target audiences

- Local communities living adjacent to the Project Areas (PAs)
- Grass roots level officers of the Forest Department and Wildlife Department
- Local government officers and other government organizations
- Related non-governmental organizations (NGOs) and community-based organizations (CBOs)
- Interested communities and beneficiaries of the project
- The general public

The documentaries shall act as a tool to raise awareness of and to promote ESCAMP in order to support its success, sustainability and visibility to its various stakeholders. The documentaries shall also be used as a tool for communication and collaboration among the project stakeholders.

## **2. Scope of work to be undertaken by the Service Provider (Producer/Director)**

- a. Hold preparatory discussion with the ESCAMP – Technical Committee appointed by the ESCAMP Project Management Unit (PMU) to concretize the expectations (develop the scenario, theme and the work schedule of film production)
- b. Provide creative concepts for the documentaries and develop a detailed work plan schedule based on the concepts
- c. Developing scripts (screenplay) with inputs from ESCAMP-PMU.  
(Documentary narration in Sinhala; dubbing in Tamil; with subtitles/captions in English)
- d. Compose background music for the videos (selection and decision by ESCAMP)
- e. Post-production process of the documentary (editing, dubbing, special effects, animations, subtitles, music, etc.)
- f. Writing the narration to suit the video clips/footages of the documentary
- g. Submission of the completed video documentaries for feedback and approval by ESCAMP prior to finalizing the product
- h. The copyright of the documentaries should be in the name of “ESCAMP” (eg: © 2017 -2021 ESCAMP ALL RIGHTS RESERVED)

## **3. Identified Areas for Video Documentary**

This would require close coordination-consultation with the ESCAMP-PMU team, and the two implementing agencies – the Forest Department, and the Department of Wildlife Conservation. Activities of ESCAMP are carried out in Sinharaja, Knuckles, Kanneliya, Hurulu, Gatadivula, Vanniyagama, Weerakkodicholai, Wattedagama Forest Reserve in Moneragala, Bogahapalessa Forest Reserve in Badulla, Piduruthalagala- Kandapola, Pattipola, Kikiliyamana Forest Complex in Nuwara-eliya, Mawillu Conservation Forest in Mannar, Bundala, Udawalawe, Gal-oya, Yala and Lunugawehera. The selected areas should be able to cover overall project activities. Thus the areas to be selected for the video documentaries shall be decided during discussions with PMU.

## **4. Roles and responsibilities of the Producer/Director**

- The service provider shall commence the work within one-week upon signing the contract with the ESCAMP – PMU
- Draft brief outlines and scripts on the documentaries, and get them approved by the PMU
- Travel to project areas in different locations throughout Sri Lanka
- Total pre-production, production and post-production time (including shooting, reviews, narrative and final production) should be completed within 8 weeks of signing the contract
- Once the final scripts are approved, the service provider shall complete the work and submit for ESCAMP approval
- No equipment should be purchased under this contract
- The service provider shall not be involved in other assignments that would have a conflict of interest to the prevailing assignments
- After completion of the documentaries all unused original video footages should be provided to the ESCAMP PMU

- Once the production is completed, the service provider shall provide PMU with the ready-to-air products (films, produce, edit, voice and script, subtitle writing and translation, and background music) in finest and high quality video formats including HD, AVI and MP4)
- The service provider should include ESCAMP as the copyright holder for all three documentaries

## **5. Duration of the Assignment**

Total of 4 months upon signing the contract

## **6. Expected Deliverables/Output**

The main outcome of the service provider's work is to direct, edit and produce 12-13-minute 3 documentary videos on the attached concepts pertaining to ESCAMP. The video documentaries should have a standard entry and exit piece, and should be suitable for public screening and posting on digital media (especially compatible to transmit through local TV stations).

### **Deliverables**

- a. Final high quality videos in the agreed formats (the quality of the documentary must be up to broadcast standards with the minimum quality of high definition (H.K. is preferred))
- b. The contractor should provide at least 10 high definition quality photos from each project site they shoot with name of location and the date the picture is captured.
- c. 3 copies of the final version of each video in High Definition DVD in required formats requested by ESCAMP-PMU

## **7. Contractual arrangements and supervision**

Previous experiences on similar work or programmes related to natural resources, environment, and wildlife fields is necessary. The bidder should provide samples of two of their previous related work with brief bios (CVs) of key people to be engaged in the production of the documentaries.

- The successful bidder should provide the following for the video documentaries:
  - A story board for each concept
  - Shooting script for each concept
  - Final script with narration (screen play) for each concept
- The filming plan and timetable of all phases in pre-production, production and post-production
- A detailed technical information of the equipment intended for use: (camera, light, sound, video and other production equipment)
- Relevant information on the cost of the production process

## **8. Responsibilities of ESCAMP**

- ESCAMP will appoint its Communication Specialist as the coordinator for this exercise
- Organize coordination meetings with the video producing team
- Coordinate with the project staff of different institutes to arrange field visits to capture the footage and carryout filming, and also facilitate the required approval / entry permits

- Review and approve work plans
- Provide feedback when and where necessary
- Give inputs to drafts and finalize the videos
- Payment to the Service provider as per the contract agreement

## 9. Eligibility Criteria of the Consultancy Firm

(Please note that the following are a MUST and lack of any of them will disqualify the bid of the firm):

- Valid Certificate of Incorporation as a Company
- Accurate physical, postal, telephone and email address of the firm
- Minimum of 5 years' work experience in the area of videography, scripting, documentary production and direction
- Have a clear understanding on using different tools and techniques in developing appropriate and quality audio-visual products (especially on Natural Resources, Environment, Biodiversity and Conservation)
- History of performance excellence regarding the above mentioned themes
- Maintain high level of professionalism

## 10. Mode of Payment

Payment shall be made after submission and acceptance of the script. The payment to the Service provider shall be subjected to a performance bond based on the financial proposal developed for this task. Payments shall be made under four installments based on invoices on achievement of agreed milestones given in the payment schedule of the Agreement: -

20% of the payment - after submitting the script

10% after submitting the work plan, and rough cuts of the video

40% after producing the draft video

Remaining 30% will be made after successful delivery of the final video

## 11. Application Procedure

Interested firms/institutes/professionals can submit

- A letter of interest (1 page)
- A brief technical proposal (maximum of 3 pages focusing on objectives, methods & approach, and financial proposal)
- Final proposal should include all expenditure costs such as - Production cost, transport, accommodation, per-diem, allowances, etc.
- Recently updated CVs of professionals to be involved in documentary production
- 2 – 3 recent documentaries produced by the service provider for reference and quality check

Please submit your proposal in a sealed envelope on or before 02/07/2018 to the following address:

Ecosystem Conservation and Management Project  
 No. 82 "Sampathpaya"  
 Rajamalwatte Road  
 Battaramulla.

Tel: 011-2 888 428  
Fax: 011-2 888 577  
Web: [www.escamp.lk](http://www.escamp.lk)