

Filmmaker to produce in-flight videos promoting wildlife tourism in Sri Lanka
Terms of Reference (TOR)

Scope of work

Produce six international-quality videos of approximately 3-5 minute duration promoting selected national parks and a 22-minute common promotional video.

Assignment

Filming in national parks using HD cameras, drone, safari vehicles, models etc to create a compelling story that will attract tourists to the national parks that are being featured.

Objective of the exercise

This project will be to promote tourism for wildlife enthusiast who will visit Sri Lanka and it will be carried on board Srilankan Airlines, hotel rooms, airport lounges, and social media. The videos should creatively invite tourists to engage in responsible nature-based tourism while contributing towards Sri Lanka's wildlife conservation drive.

Profile of the Production House

The Production House should have a minimum of five years demonstratable work experience producing similar work of international standard.

Locations

- | | | |
|-------------|--------------|------------------|
| 1. Kumana | 3. Galoya | 5. Maduru Oya |
| 2. Wilpattu | 4. Wasgamuwa | 6. Pigeon Island |

These locations fall under the purview of the Department of Wildlife Conservation (DWC) under the Ministry of Wildlife and Forest Conservation.

Project partners

This assignment will require communication and working relations during the project period with the following project stakeholders: [Department of Wildlife Conservation](#) (DWC), [Sri Lanka Tourism Development Authority](#) (SLTDA), [Ecosystem Conservation and Management Project](#) (ESCAMP), and [Srilankan Airlines](#).

Production process

The assignment will have the following phases:

- Pre-Production Phase: Concept development, devising messaging/script/storyboard ideas and identifying locations
- Production Phase: the filming of general footage
- Post-Production: video editing and making necessary changes based on feedback/meeting quality and format expectations of the airline

Deliverables and payment

- | | | |
|---|---|-----|
| 1. Approved scripts for all seven videos | - | 10% |
| 2. Finalised shooting plan | - | 20% |
| 3. First draft of all seven videos | - | 20% |
| 4. Final videos in a hard drive with all footage (rushes) | - | 50% |

Reporting arrangements

The selected Production House will nominate a senior representative who will report to the Project Team through the Project Lead. The Production House will need to coordinate and manage work products with the Project Partners (DWC/ESCAMP/SLTDA/Sri Lankan).

Intellectual property

DWC would own the overall footage – in which case it can only be used for the express uses set out in this ToR. At the end of the work, the filmmaker would zip all the footage and supply it to DWC.

Duration of assignment

The project assignment is expected to be completed within four months (120 DAYS) of confirming the supplier.

Brand guidelines

The Production House is expected to coordinate with Srilankan Airlines to ensure that the production falls within the brand guidelines of the airline while also indicating the logos of the other stakeholders. The selected Production House will provide the scripts and develop storyboards for the short films as well as the long-version video.

Technical and other guidelines

- The audio-video footage should be made available in standard video formats (eg .mp4 or .mov) with all content in English or national language and with subtitles added where relevant including timestamps for translation
- All interviewees or anyone featured should have given their consent to be filmed, and this should be documented
- All material developed as part of this assignment shall remain as ESCAMP/DWC's property
- General audio-video footage of the locality in which this work is taking place – eg national parks, sanctuaries, animals, DWC offices- including where possible arial and drone footage to be supplied to Wildlife Department.
- Audio-video footage of interviews with stakeholders identified by DWC.
- The production, including editing, dubbing and sub-titling of the videos using the footage collected above and in collaboration with the project partners. To be subtitled in English/Sinhala by the film making team.
- The Production House would need to bear the cost of transport, accommodation, meals and refreshments.

Proposal should include:

1. **Concept** – The Production House is expected to present the creative concept of the videos to the Project Team for consideration. *(weightage 40%)*
2. **Demonstrated experience** – Production House registration details and five samples of work completed within the last five years. *(weightage 20%)*
3. **Workplan with timeline** – The timeline should indicate the process that would be adhered to with delivery dates of the different outputs while also specifying approval/comment required dates in order to meet final end product delivery dates. *(weightage 10%)*
4. **Financial proposal** – The Financial Proposal should clearly state the deliverables with financial requirements for each of the deliverables. The final payment of (half of total proposal value) would be made upon acceptance of the end products by the Project Team and after the final delivery. *(weightage 30%)*

Deadline for proposal submission

10 January 2022 – info@escamp.lk

Further information

For further information contact ESCAMP Communication Consultant on 0773382801