

Terms of Reference

Commission for video production on

HSBC/WWF community-based freshwater resources conservation and management in Vietnam

Supervised by: Denise Stilley, Communications & Campaign Manager

Work location: Mekong Delta and Ho Chi Minh City, Vietnam

Duration: From August to November 2019

World Wide Fund for Nature (WWF) is looking for a production company to produce a video highlighting the joint efforts of WWF-Vietnam and HSBC in community-based freshwater resources conservation and management in Vietnam.

1. Background information

WWF was one of the first international non-government organizations working in Vietnam and works closely with the Vietnamese government on a diverse range of environmental issues and implemented field activities across the country. WWF is recognized as the leading conservation organization in the country, strongly rooted in Vietnam, bringing solutions and support to government and other key players to meet the country's development challenges.

The Mekong Delta has recently been dubbed as a "biological treasure trove" which plays an important role in the sustainable security of Vietnam, particularly as it relates to food security and the national economy. However, increasing human demand for natural resources, particularly tourism demand, encroaching land conversion to agriculture production, coupled with agricultural intensification, has significantly reduced the extent of natural and semi-natural habitats in the delta.

Tram Chim National Park (TCNP) – the 2,000th Ramsar site of the world – represents the last remaining one percent of the Plain of Reeds in existence and is home to over 100 species of vertebrates, 40 species of fish and 147 species of waterfowl. Since its designation as a Ramsar Site, the number of visitors in TCNP has grown dramatically and reached over 183,000 in 2016. Nevertheless, the current management capacity of local communities hasn't been compatible to provide services to a great number of visitors while preserving natural resources for local communities as well as protecting the Park from overuse.

WWF has strong historical involvement in the Mekong Delta, working to engage local communities in the conservation of natural resources for the benefit of biodiversity values and sustainable development. In the most recent collaboration in the fifteen-year partnership with HSBC, WWF has been working on freshwater conservation in five river basins, including the Mekong's river basin in Vietnam, as part of the HSBC Water Programme over the last five years, to ensure the sustainability of this valuable resource for communities and businesses.

Building off this successful work carried out under the global freshwater partnership to date, WWF-HSBC have developed and executed a 2-year project which contributes to the following

goal: *Communities in key freshwater landscapes are engaged in freshwater conservation through education, citizen science, and improved management, enhancing environmental, social and economic benefits.*

2. Background of video assignment: see script outline in attached Annex

3. Scope of project

3.1 Pre-production:

The production company will work together WWF-Vietnam and HSBC on:

- Script development
- Script breakdown
- Storyboard/shot lists
- Production and post production scheduling and timeline
- Post production and delivery

3.2 Production:

Multiple locations in Dong Thap province to film on site, footage to reflect the script outline over a shooting period of minimum 4 days and maximum 7 days with additional interviews or shoots in Ho Chi Minh City, tentatively at HSBC and/or WWF office.

3.3 Post production:

- In addition to the final products, the company will provide raw footages at the project site or within 3 days after filming on location that can be used for other video clips needed in the future;
- The company is encouraged to capture interesting or unique video clips even if they don't necessarily fall into the scope of the commission;
- All video files including raw footages should be organized/indexed by locations, dates and subjects in respective folders that are easily navigable;
- Ample feedback time should be allowed, which will not be limited to rounds but over a period of time indicated in section 5;
- The company should utilize music available via WWF audio network music license access for the video; as supplied via WWF account;
- The company should ensure smooth clean audio, music soundtrack, titles/subtitles, motions, graphics, effects reflecting the standard quality of WWF produced videos as well as proper use of logo and accreditation;
- The company should create a teaser that utilizes angles and approaches rather different from the full video;
- The company provides exports in various pre-determined formats confirmed with WWF.

6. Copyright & intellectual property

- WWF and HSBC shall have a perpetual, non-exclusive, royalty free license to use the works, including raw footages and any content generated from on-site locations, including their modification and/or reproduction, in whole or in part. The production company agrees and understands that they cannot use the works without obtaining WWF's prior written consent. WWF and HSBC will credit the production company whenever the videos and raw footages are used, in accordance with WWF and HSBC copyrights policy;
- The production company shall irrevocably transfer and assign to WWF and HSBC all rights, title and interest, throughout the world, to the works, including the copyright and patent thereof (for the full terms and extension thereof, in every jurisdiction). The production company agrees to take whatever steps are necessary to assist WWF and HSBC in asserting and protecting such rights.
- All rights and obligations under this section in respect of intellectual property made by the production company during the term of this commission shall continue in full force and effect after the termination or expiry of this commission and shall be binding upon the production company's representative(s).

7. Expected qualifications

- Proven experience in producing videos with non-profit organizations with demonstrated attractive professional audio visual portfolio
- Experience working in remote areas in unforeseeable, irregular working conditions
- Proven post-production ability to generate motion graphics and rhythm editing
- Inspiring story proposal to align with the script outline
- Well equipped with professional grade audio visual recording equipment or ability to acquire and coordinate this at their own risk
- Demonstrate an understanding of the communication requirements of a non-profit organization and respected branding agreements and guidelines
- Good understanding of new and evolving technologies and digital platforms
- Creativity in telling stories in unique ways and visual creativity

8. Travel

The production company is generally expected to be accompanied by WWF field staff during the trip under WWF's arrangements to project sites.

9. Insurance

WWF does not provide any insurance coverage for its commissioned production company and cannot be held responsible for any accident to the crew nor to their equipment (hired or otherwise). Insurance for accidents, medical expenses, theft, or other purposes is the

responsibility of the production company. There shall be no claim by the production company, their heirs, executors, administrators, successors or other legal representatives with respect to any compensation or expenses incurred in relation to health, travel, injury, or loss of life during the period of the fulfilment of this video commissioned.

10. Payment of Fees

A total payment will only be made in full by WWF to the production company upon satisfactory receipt of all agreed deliverables. No further fees will be due to the videographer.

10.1 Deposit for hired equipment, meal per diem, accommodation will be made in advance to the production company upon agreed schedule, estimated logistic costs and required documents to help cover initial costs.

10.2 The full payment will be made to the company within thirty days of the satisfactory delivery of all the videos and raw footage from the company to WWF. Other expenses related to travel expenses (if incurred) will be paid based on actual cost reports of travel proposals approved by WWF. Per diem covers the costs of daily meals will be paid based on WWF cost guidelines.

11. Expenses

Upon the satisfactory completion of the commission and the satisfactory delivery of deliverables, WWF will reimburse the production company for an economy class return flight by the most direct route to the airport nearest the Commission destination; any necessary economy rated land based travel to the destination of the Commission; economy rated accommodation; per diem covers the costs of daily meals based on WWF-Vietnam cost guidelines; and reasonable subsistence requirements upon receipt of a final financial report detailing actual expenditures substantiated by original vouchers, receipts, airline tickets or bills.

12. Submissions

At this stage we are looking for expressions of interest supported by:

- Portfolio of work/demo reels
- Story/Script proposal for a 5- minute video and a 1-minute teaser
- A proposed budget, including post production and delivery

Send to: thanh.nguyenthien@wwf.org.vn and denise.stilley@wwf.org.vn

Deadline for submission: **17.30, 18th August 2019**, please feel free to inquire for more detailed information.

Only shortlisted candidates will be contacted.

ANNEX

Video Script Outline: HSBC/WWF COMMUNITY-BASED FRESHWATER RESOURCES CONSERVATION AND MANAGEMENT IN VIETNAM

Duration: 5 min, 1min teaser

Style: informative or human story, inspirational, changing rhythmic pace

Target audience: Internal HSBC, TV channels, online distribution

Script Outline:

Part I (1 min Total): Intro of the landscape, biodiversity, issues and challenges of the Mekong Delta and Tram Chim National Park

- **MD Landscape (10 sec): (slow-paced, inspirational, vast and expansive wilderness, animated map of how much the landscape extended into the horizon, heavenly place for life to thrive).**
 - Intro the Plain of Reeds landscape area span of over 2 million acres, from eastern Cambodia into the Mekong Delta, natural wetland habitat, rich minerals, rich biodiversity.

- **Issues and Challenges (50 sec): (should be fast paced, high rhythm editing to establish high productivity level and quickened commoditization of resources.)**
 - Intro MD as a key provider in major economic advancement in cultivating and sustaining food production to Vietnam and globally, but at a huge environmental cost that has altered the face of the landscape forever. (5 sec)
 - Facts of importance
 - Show quick montage of farm to table from aquaculture and rice to herbs/veggies, lotus flowers (tea, seeds, etc.)
 - Intro the environmental damage due to this high productivity output of food, intensive farming, mass land clearing/conversion (5 sec)
 - Increasing human demand for natural resources, particularly land for agriculture and aquaculture, coupled with agricultural intensification, has significantly reduced the extent of natural and semi-natural habitats in the delta,
 - Show animated Plain of Reeds shrinking animated map, zero in on the remaining piece of it.
 - Intro Tram Chim National Park, the last remaining 1% of what this vast expanse of wilderness once was, containing the last stronghold of migratory birds.
 - Beauty and uniqueness of the park (biodiversity of floras/fauna species, sarus cranes: flagship species of the park); (10 sec)

- Park under threat from increasing tourism demand, rapid development and encroaching land conversion to agricultural production (20sec)
 - Timelapse of # of boats going out /in the park, tour buses arriving, poor infrastructure, quantity of people etc.
- Biodiversity under threat, especially Sarus Crane, its number repeatedly decline recently (10 sec)

Part II (3 min 10 sec Total). Intro Project: Community-based freshwater resource conservation and management in Vietnam.

HSBC/WWF join hands to protect the last remaining sliver of this once great plain of reeds, boosting community livelihood, environmental education, sustainable ecotourism.

- Project overview and impacts: Education, environment and economic approaches to foster community-based water resource conservation, stewardship and sustainability
 - Community empowerment and creating sustainable livelihoods - testimonial stories and beneficiary impact on the community and the environment
 - **Sub-Story 1:** A solar powered water filtration ATM station provides portable water to rural communities utilizing a renewable energy model for rural households to pipe running filtered water into their homes providing water resources and economic income, by selling the excess power back to the energy grid. (interviews: ATM station manager, 1 household beneficiary, 40 sec)
 - **Sub-Story 2:** Organic farmer utilizing a sustainable mix of a fungi and cotton base layer to cultivate organic vegetables using mindful irrigation practices, selling them at local community markets for an income. (interview: 1 farmer, 30 sec)
 - **Sub-Story 3:** Ecotourism homestays inspire nature appreciation and demonstrate a balanced way that human structures and lifestyle can integrate with an environment and does not have to leave a harsh carbon footprint and impact. Walk through of the eco-homestay model on a lotus pond section and local community members' piloting the efforts to live sustainably from good ecotourism practices. (interview: homestay owner, 30 sec)
 - **Sub-story 4:** Research activities on habitat extent, trends in habitat availability and drivers for change for Sarus crane (30 sec)
 - **Sub-Story 5:** Work with the TCNP, reducing impact on environment from increased tourism and development and resource demand, building capacity and integrating messages of environmental education into tour for children and youth (40 sec)
 - HSBC conducting market research on ecotourism and providing consultancy to support building up sustainable ecotourism of TCNP (10 sec)
 - HSBC engaging staff and family in environmental restoration and educational field trips fostering environmental awareness and appreciation to lead a life of conservation (10 sec)

- How conservation partnerships like HSBC/WWF water programme can impact communities to ensure a sustainable cycle of working in harmony with nature while preserving and protecting it. (integrated into sub-stories)
- HSBC representative share thoughts about being a part of the volunteer component in the project (20 sec)

Part III (50 sec): Sustainable solutions for water management and ensured ecosystem protection

- Ending Montage sequence

Visuals	Narration
<ul style="list-style-type: none"> ○ Fast rhythm editing, rapid development, high agricultural productivity, unsustainable tourism and a future not so bright - contrast with an area of high biodiversity, a fragile, thriving wetland landscape, people and community characters, empowerment of the local people and engagement of HSBC families and kids, building a thriving sustainable livelihood model that could last for generations to come. 	<ul style="list-style-type: none"> ○ The economic value of the delta depends on maintaining ecosystem functions and balanced sustainable livelihoods of local communities who live off the land and, through community education and environmental awareness, have become stewards of the resources, responsible for managing the future of the landscape and their own livelihood, preventing further destruction and commoditization of the area so nature can slowly recover, rebuilding her majesty and abundantly providing for all those who live off her precious resources, in a healthy, maintained sustainable cycle. (20 sec) ○ More needs to be done to protect the Park’s biodiversity conservation, more investment for eco- friendly boats and staff training is needed to maintain the momentum, improve small business opportunities and raise global awareness of this area, all while preserving the local environment and protecting the Park from overuse, so future generations can enjoy its splendour and biodiversity like the saurus crane for years to com. (30 sec)

Together Possible.

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