

Terms of Reference For Documentary film on the stories of Women from the Indus Delta

Project Name

“Breaking the Waves: Stories of Women from the Indus Delta”

Project Location

Indus Delta, Keti Bandar, Thatta, Sindh, Pakistan

Timeline

5th January 2023 – 31st January 2023

1. Project background

WWF-Pakistan with financial support of The British Council is collaborating with Film London to raise awareness about the impact climate change has had, and continues to have, on the lives of women belonging to indigenous coastal communities of the Indus Delta in Sindh through the medium of digital / online games. Under the platform of the London Games Festival (a Mayor of London backed programme led by Film London’s ‘Games London’ initiative), the project partners will call upon game developers from Pakistan and the UK to take part in a “game jam”. This will be a development competition to design games centered around the stories of women’s lives in the Delta. These games and the collected stories will then be presented at the festival and further disseminated through live-stream gaming events, social-media campaigns, and a final virtual event showcasing the learnings of the proposed project. Under this project, WWF-Pakistan requires the services of a professional filmmaker who can develop films covering 6 stories (each 2 minute long).

2. Objective of the task

WWF-Pakistan is seeking the services of a professional videographer/filmmaker to produce a documentary film covering project stories of women in the Indus Delta and their role in conservation. These stories will help in raising awareness globally, document gender-environmental interrelationship and generate message.

3. Consultancy Outputs:

The consultant is required to develop films (6 stories each 2 min long) with following requirements.

- Develop 6 story-based films showcasing the crucial role of women of the Indus Delta, in conservation and their efforts in restoring the mangrove ecosystem with WWF-Pakistan.
- Gives a brief introduction of the Indus delta and the impact of climate change. It discusses threats to the delta, mainly coastal communities and natural resources.
- It showcases the role of women, with a focus on positive change in behavior of local communities concerning mangroves conservation, promotion of alternative livelihoods, awareness raising among youth and local communities.
- Record interviews of local communities, beneficiaries, WWF-Pakistan staff and relevant stakeholders.
- Develop the storyboard and script for the stories in English. The script should be reviewed and approved by the officials of the WWF-Pakistan prior to its execution.
- Follow WWF-Pakistan’s branding guidelines in the documentary.



WWF for a living planet®

- Develop a consolidated “trailer” (~1 minute) to this series, highlighting the 6 women and their stories, as well as how they are interconnected.

4. Deliverables

- Complete version of 6 story-based films with each story being 2-minutes long, shot in ultra-HD 4K.
- To provide raw footages of 6 stories.
- A trailer of the final video for our social media platform (~1 min)
- 50 high-resolution Quality photos capturing the lifestyle & environment. All pictures must be captioned with name, location, etc.

5. Required Qualifications/Skills of Consultant

- **Education:** Bachelors in Media Sciences/ Production/Social Sciences
- **Skills/ language:** Effective verbal and non-verbal communication is required with expertise in English and Sindhi languages.
- **Experience:** At least 5 years of experience in voice recording, hosting is required in developing. Preference will be given to those who have had relevant experience (wildlife/ environment)

6. Language

The film will be in English/Local (Sindhi) languages with English subtitles or English voice over

7. Timeline

The production/media house will produce the documentary film by 31 January 2023 as per the following outline and process

Sr.#	Deliverables	Timeline
1	Script, story board	9 th January, 2023
2	Field Visit	11th January, 2023
3	First cut of the film for review	20 th January, 2023
4	Second cut	25 th January, 2023
5	Raw footages and photos	25 th January, 2023
6	Final cut submission	30 th January, 2023

8. Guideline for submission of proposal/ expression of interest:

Interested consultants should submit the following documentation to Muzzammil Ahmed (mahmed@wwf.org.pk) and Maham zahara (mzahara@wwf.org.pk)

- Brief introduction of consultant (attach detailed CV with references)
- Understanding of the context
- Methodology
- Design Portfolio
- Work plan
- The consultant will submit the cost of assignment in lump sum including all applicable taxes of the Government of Pakistan.

9. Selection Criteria:

Applicant's proposal shall be evaluated based on Quality and Cost Based Selection (QCBS) method. Under QCBS both technical and financial proposals shall be evaluated as per following criteria against a maximum score of 100 points.

- Technical Proposal 70%
- Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:

- Qualifications (maximum 30 points)
- Experience relevant to the assignment (maximum 30 points)
- Adequacy of the proposed methodology and work plan (maximum 20 points)
- Skills & Competencies for the assignment (maximum 10 points)
- Prior experience with WWF-Pakistan (maximum 10 points)

10. Budget

The tentative budget threshold for this specific assignment is **PKR 0.7 million** inclusive of all applicable taxes and out of pocket expenses. Evaluation process will be competitive; therefore, all the required documents should be submitted.

Note: Late/ incomplete submissions will not be accepted. Only three (03) top ranked firms will be included in the comparative process.