Terms of Reference
for
Video Documentary & Photography of Organic Cotton Project’s Interventions

Section 1: Instructions to Offerors

1.1 Project Background

WWF-Pakistan’s Sustainable Agriculture and Food Programme is implementing Laudes Foundation-funded projects for the production and promotion of sustainable Organic Cotton in Pakistan. WWF-Pakistan has been engaged since 2016 in the promotion of Organic Cotton cultivation in Balochistan with the financial support of Laudes Foundation. The Organic Cotton Project (OCP) aims to promote organic agriculture through a holistic scheme of farmers’ training and development of a viable organic cotton supply-chain. With the involvement of the Department of Agriculture Extension Govt. of Balochistan, around 6000 farmers of Lasbela and Barkhan districts will be trained under OCP to shift nearly 24,000 ha land under conventional farming to organic agriculture farming and its certification. The project also includes training of 1200 women on alternate livelihood options as well as training of 900 farmers on natural resource management. The project demands the very active engagement of all of its stakeholders; farmers, ginners, buyers, and implementing partners.

WWF-Pakistan requires Video Documentary and Photography of OCP’s interventions for project outreach and promotional material. It will cover activities including, but not limited to, seed selection, standard field practices, training sessions, audit & inspection visits, people & landscape, post-harvest operations at project locations. This activity will help document the unfolding story of how WWF-Pakistan’s Organic Cotton Project interventions are supporting Sustainable Agriculture production in Pakistan. For this purpose, WWF-Pakistan is seeking the services of an individual or firm having a sound experience of photography, videography, and development of documentaries/success stories. These photographs and videos will form part of WWF-Pakistan’s Sustainable Agriculture & Food Programme’s photo portfolio.

1.2 Technical Proposal

The Technical Proposal must be specific, complete, and concise, describing the offeror’s proposed plan to complete the scope of work (SOW) and deliverables found in Section 2. It should demonstrate a clear understanding of the work to be undertaken and the responsibilities of all parties involved. The Technical Proposal should respond to all requirements as per Section 2 and ensure compliance with 100% of the required technical specifications.

1.3 Financial Proposal

The Financial Proposal must include a detailed budget, as well as a budget narrative that explains the basis for the estimate of each budget element (where required). Supporting information should be provided in sufficient detail to allow a complete analysis of each cost element. Cost must be expressed in Pakistani Rupees.

Section 2: Scope of Work
Document Organic Cotton Project’s activities across Barkhan and Lasbela districts of Balochistan through visual medium including photographs and video documentary to tell stories of people, places, and the details of all steps required for the production of Organic Cotton.

Different beneficiaries of the project activities will be interviewed, for example, field facilitators, farmers, women workers, climate smart families, middle-men, ginning mills supervisor/owners, etc.

The content will be used as promotional material to increase project outreach. The content will cover OCP’s activities including, but not limited to, crop production, people, and landscape. This will also include appropriate captions for pictures for each intervention and descriptors for videos. The consultant will document the story of how WWF-Pakistan’s Organic Cotton Project’s interventions are contributing to the socio-economic and environmental sustainability of Pakistan’s agricultural sector.

2.1 Thematic Focus

The consultant will focus on different practices related to organic cotton cultivation and its supply chain. These include but not limited to, capacity building of staff and the farmers, soil testing, sowing, harvesting, ginning, preparation and use of bio-pesticides, use of bio-fertilizers, organic kitchen gardening, clean cotton picking, backyard organic poultry farming, soil & water conservation, and plantation, etc.

2.2 Approach

- The selected firm will work with the WWF-Pakistan’s Communications and Organic Cotton Project team to prepare a storyboard before undertaking the assignment. The storyboard will help in understanding the type of deliverables required for the Organic Cotton Project’s processes and implementation.
- The collection of visual data about various processes required for the overall production of Organic Cotton in particular, while training of farmers and involvement of several stakeholders, in general, requires several field visits over 20 – 24 weeks (selected days) covering district Barkhan and Lasbela in Balochistan.
- Sorted pictures (RAW and treated) will be handed over in digital format/memory to release payment. Quality of pictures is very important and complete payment will only be made if quality and format are acceptable. High-resolution pictures with DSLR will be required.
- For video documentary and clips, subtitles in English are required and branding according to WWF Communications standards. SRT or similar format to be given separately, with clean feed versions.

Activity Breakdown (tentative):

- Storyboarding and Pre-production: 02 days - (May 2021)
- Video Documentary & Photography at Barkhan (and adjoining areas): 07 days - (May - October 2021)
- Video Documentary & Photography at Lasbela (and adjoining areas): 07 days - (May - October 2021)
- Review with WWF-Pakistan’s Organic Cotton Project’s team: 03 days
- Editing: 05 days
TOTAL DAYS: 24

3. Required Qualifications/ Skills

- Members of the team should hold a Bachelor's or a Master's degree (Journalism, Digital Video Production, Film, Communications, or Multimedia Arts, or related), or relevant years of equivalent experience.
- Proven abilities planning and coordinating production shoots including outdoors/set and lighting design, camera angles, mic placement, etc.
- Portfolio must demonstrate creativity, resourcefulness, and attention to detail with proven written and visual storytelling skills.
- Candidates must have all relevant up to date equipment for photos and videos.
- Well organized and able to work under deadline pressures.
- Extensive knowledge of photo capturing techniques.
- Comfortable with traveling, meet new people, and learn about their stories.

Please include (in order) a link to your website/portfolio, a link to a video you’ve filmed, a photography portfolio, company profile, and registration details, and an available start date.

4. Deliverables

- The images should be sorted and include captions in English. Captions will provide basic information of what is the situation, it’s location, and any parties captured in the picture.
- 500 photos (250 edited).
- The video documentary and short clips should also include captions in English. Captions will provide basic information of what is occurring, the location, and any parties captured in the video.
- Video documentary of significant production processes (20 – 30 minutes).
- Interviews of selected target beneficiaries of the projects 5-7 (1-2 minutes).