TERMS OF REFERENCE

Development of two videos (3-minute each) covering success stories of interventions i.e., sustainable fishing practices and alternative livelihood enterprise to showcase impact on project communities under Sustainable Fisheries Entrepreneurship Project “SFEP-Ph-II” at Ibrahim Hyderi and Rehri in Karachi.

INTRODUCTION

Contract type: Consultancy for development of 2 short videos
Duration of assignment: Three months (20 April 2021 to 20 July 2021)

BACKGROUND

WWF-Pakistan is implementing a 3-year project entitled, ‘Sustainable fisheries entrepreneurship: a citizen-based approach to saving Pakistan’s unique marine environment’ starting from 1 January 2019, and ending on 31 December 2021. The project aims to support fishermen on the sustainable and responsible fishing practices to reduce overfishing, minimize bycatch, and reduce post-harvest loses. It also addresses some of the key contributors to the problems of the marine and coastal ecosystems. This Project is implemented in 2 UCs of Karachi Ibrahim Hyderi and Rehri. The one of the Project’s actions is to develop 2 videos (3 minute each) covering all relevant and important topics including success stories of intervention such as sustainable fishing practices and alternative livelihood enterprise to showcase their impact on project communities. In this regard, a professional film-maker/firm is being hired to perform this task.

SPECIFIC OBJECTIVE

Develop two videos covering sustainable fishing practices mainly i. success stories of ice boxes/toolkit reducing in post-harvest losses, longline fishing activities to overcome overfishing and safe releases of by-catch species. ii, covering alternative livelihood intervention established and run by female fishers.

Promote sustainable fishing practices and alternative livelihood options through short documentaries and videos clips with the background voice and text;

DELIVERABLES

The film-maker is expected to cover the following points in each video.

Video 1. Sustainable fishing practices

- Overview of traditional fishing practices and how they damage marine ecosystem mainly ETP species.
- Importance of safe release of ETP species for marine ecosystem.
- Interviews of trained fishers and WWF officials.
- Overview of fish at landing sites and sale in the market
- WWF trainings on reducing post-harvest losses
- Highlight the impact of the project that help reduce post-harvest losses and sensitize fishers
- Interviews with beneficiaries of ice-boxes
- Impact of trained fishers after getting training and initiate sustainable fishing practices onboard by using longline fishing gears

Video-2 Alternative livelihood

- Promote home-based enterprise as a success model for coastal communities
- Message for the coastal communities and general public that how they can contribute towards home-based enterprise.
- Interviews with beneficiaries of home-based enterprise
- Overall project achievement and efforts for coastal communities’ betterment

**REQUIREMENTS**

The successful firm/ individual will meet the following criteria:

**Minimum requirements**

- **Education**: The person making the video should be Bachelors preferably in Media Sciences/ Journalism/ communication/ Production.
- **Skills/ language**: effective verbal and non-verbal communication is required with expertise in local languages, Urdu and Sindhi.
- **Experience**: At least 05 years of experience in production/ movie making is required in developing. Preference will be given to those who have had relevant experience (wildlife/ fisheries/ environment)

**DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL**

Interested individual consultant/consultancy firm must submit the following documents/information to demonstrate their qualifications:

- **Technical Proposal**: (i) Explaining why the TSP / bidder is the most suitable for the work; (ii) Provide a brief methodology on how they will approach and conduct the work;
- **Detailed work plan**;
- **Financial proposal**
- **Profile of the consultant, and**;