Terms of Reference (ToRs)

Production of video footage and a repository of pictures showcasing Indus River dolphin

Objectives to be achieved

<table>
<thead>
<tr>
<th>Date</th>
<th>October, 2021</th>
<th>December 2021</th>
<th>January, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>Photography, videos for Indus river dolphin day</td>
<td>Additional Photography, videos for the Indus river dolphin</td>
<td>Geo-tagging, documentary story (7 Mins video + 200 Pictures)</td>
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Introduction

The Indus River dolphin is one of the world's rarest mammals and the second most endangered freshwater river dolphin. It is one of the flagship species, which is only found in Pakistan and is an indicator of the biological health of the aquatic and terrestrial environment adjoining the Indus River.

To highlight the importance of this species and raise awareness, we require a consultant who can take pictures and videos. The photographer will need to spend time in Sukkur and Taunsa to take the required pictures and videos (including drones) of the river and dolphins (nice surfacing ones essential). The photographer will be required to capture dolphin rescue footage and pictures in October 2021 and January 2022 that will include the tagging of the dolphins.

The Indus river dolphin is the focus of global attention lately because it is the only river dolphin species that has been increasing in number, it is a newly designated separate species, earlier it was classified as a subspecies.

Photographs and videos will also be needed in the region that showcase the threats the species face in terms of pollutants entering watercourses, fishing activities, etc. Pictures of the dry season showing low water flows and dry stretches within the river (that can be done through drones) will also be required. It is imperative to get footage of WWF’s work with the communities, for example, a boat trip led by communities to show community-led ecotourism, etc.

The objective of the assignment

WWF-Pakistan will engage a national consultant for 14 days in October 2021 to photograph and make videos of the Indus River dolphin and collect stories from the region. This project will be in three phases, in context with the objectives mentioned above.
We seek the services of a consultant/media firm to provide high-quality pictures and video (inclusive of drone footage) of the Indus Dolphin surfacing with visible rostrum, head and dorsal fin, the threats it faces, dolphin rescue, habitat features and seasonal variation etc.

All content produced will be the property of WWF-Pakistan and will be used without any prior permission. The consultant will work in close collaboration with WWF-Pakistan and the focal team to ensure the delivery of required outputs on predefined standards. The consultant will produce high-quality products including:

1. **Major outputs:**
   a. Impactful images and videos to create a repository of content, B-roll footage of the dolphin in 4K.
      We will be requiring RAW formats for all files. Also required are editable versions of case study designs in user-friendly software (compatible with Photoshop/ Illustrator/ Corel Draw or any other).

2. **Minor output:**
   a. High-quality pictures and videos of the region that showcase the threats the species face in terms of pollutants entering watercourses, fishing activities, etc.

<table>
<thead>
<tr>
<th>#</th>
<th>Product</th>
<th>Remarks</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Dolphin and Area Footage</td>
<td>USB/flash drives complete with branding</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shot in local language and subtitled in English</td>
</tr>
<tr>
<td>2</td>
<td>Dolphin and Area Pictures</td>
<td>captioned with the project impact</td>
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</tbody>
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**Deliverables**

We seek the services of a professional consultant, with experience in development work, particularly in the province of Sindh. The content collected will also be used to bring faces to the facts during lobbying events as evidence for the need for action.

**Intellectual property**

All information pertaining to this project (video footage, pictures, audio, digital, project documents, etc) belonging to the client, which the Consultancy firm may come into contact within the performance of his/her duties under this consultancy shall remain the sole property of WWF-Pakistan who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever manner without the content written permission of WWF-Pakistan.

**Required skills and competencies**

The selected consulting agency/team will have a track record of at least 5 years of expertise in the development of documentaries and case studies for the development sector, creating visually impactful communications content and disseminating communication materials.
The consultant shall be able to provide evidence of having undertaken similar assignments in Pakistan.

- The Consultant/ firm should have experience in similar projects for animal and wildlife photography.
- Enjoy good liaison with relevant government stakeholders.
- One lead should have a degree in the field of public relations, journalism, communication or marketing, or business management, or a similar field.
- Familiarity with branding compliance and other marketing guidelines.
- Well versed with the participatory process.
- Demonstrated ability to create content that is persuasive, clear, concise, and able to convey and engagingly present technical ideas/knowledge for a varied audience.
- Demonstrated ability to create content for sustainable development or other relevant areas for a variety of audiences and for a wide range of media platforms (provide links to profiles as examples).
- Proficiency in English and Urdu written, oral and interpersonal skills
- Experience in working with an international organization and the development sector