TERMS OF REFERENCE

Documentary/short video on the Indus Delta Ecoregion Landscape bankable nature solutions potential.

1. INTRODUCTION

Project Title: DFCD Discover Phase – [Indus Delta Ecoregion Landscape – Pakistan]
Contract type: Consultancy Services (Desk and Field based)
Duration of assignment: Dec 2021-Jan 2022

Established in 1970, the World Wide Fund for Nature-Pakistan (WWF-Pakistan) is the largest conservation non-governmental organization in Pakistan. WWF-Pakistan works inter alia with local and indigenous communities, national and provincial governments, civil society, international organizations, industries, and corporate entities, and is committed to the conservation of the country’s rich biodiversity, sustainable use of natural resources, and climate change mitigation.

2. BACKGROUND

Launched in December 2019, the Dutch Fund for Climate and Development (DFCD) is managed by a pioneering consortium of Climate Fund Managers (CFM), World Wide Fund for Nature Netherlands (WWF-NL) and SNV Netherlands Development Organisation, led by the Dutch Entrepreneurial Development Bank (FMO) and supported by the Ministry of Foreign Affairs of the Netherlands.

The DFCD consortium aims to serve as a leading example for institutional partnerships, to attract and deploy public and private capital in well-designed and impactful climate-friendly projects. The consortium connects the long-standing project development expertise of SNV Netherlands Development Organisation and WWF-NL to the capital raising and investment capabilities of Dutch Entrepreneurial Development Bank (FMO) and Climate Fund Managers.

The idea behind investment-based conservation is to move away from the grants-based model to a type of self-sustaining, for-profit model for conservation projects. Moreover, it is to establish and forge partnerships with the private sector who would be willing to invest and pilot in such conservation projects. Therefore, the Landscape Approach provides a platform to integrate conservation, sustainable use and where necessary restoration across a whole landscape mosaic to sustain biodiversity and ecosystem services, whilst ensuring room for subsistence and commercial activities.

3. INDUS DELTA ECOREGION LANDSCAPE

The Indus Delta Ecoregion (92,4470 hectares) has been ranked 40th amongst the G200 most biologically rich ecoregions in the world. The Indus Ecoregion covers approximately 65 per cent of the province of Sindh, while a small north-western part of the ecoregion extends slightly into Balochistan. Located in a semi-arid environment, the ecoregion harbours riverine forests along the Indus River, wetlands, mangrove forests in the coastal areas, and desert ecosystems occupy the periphery of the ecoregion.

Sites: (i) Keenjhar Lake and surrounding areas in Thatta District; (ii) Chotiari Reservoir and surrounding parts in Sanghar District; (iii) Nara Canal and surrounding communities in Khairpur District; (iv) Manchar Lake and surrounding communities in Jamshoro District; (v) Keti Bunder and surrounding communities in Thatta District; (vi) Kharo Chann and surrounding communities in Sajawal District; (vii) District Umer Kot; and (viii) District Mirpus Khas.
Under this project, WWF-Pakistan requires the services of a professional filmmaker who can develop a UHD project documentary with 1-minute trailer and 8-10 min full version video, along with 50 UHD photographs of key ecological, economical, and socio-cultural features of the mentioned landscape.

4. PURPOSE AND OBJECTIVE OF CONSULTANCY
The purpose of this consultancy is to develop a short video/documentary showcasing ecological, economical, and socio-cultural significance of the Indus Delta Ecoregion Landscape (IDEL) and showcase the key features of the selected bankable projects as part of solutions to few important existing issues/ challenges to the pertaining to the selected landscape. The documentary will help in disseminating awareness particularly among private sector/business communities, public sector, local communities, research and academia, and other relevant stakeholders about the importance of sustainability of the IDEL.

5. KEY OUTPUTS
The consultant is required to develop a short documentary covering two parts i) briefly capture ecologically significant areas, including but not limited to natural and seasonal water bodies (lakes, rivers, ponds, reservoirs, etc.), irrigation water channels, forests (mangrove and others), wetlands, Ramsar/protected sites, agricultural fields (all crops being grown in the landscape), fruit orchards, fishing and aquaculture activities, processing units (mainly, fishing, rice, wheat, sugarcane, etc.), local flora and fauna (plants, trees birds, mammals, reptiles, etc.), commercial markets, communities, protection against natural disasters, archaeological/heritage/UN listed sites, cultural diversity, and ii) highlights of the key features of the selected and approved bankable projects under the WWF-Pakistan’s DFCD initiative.

- The documentary should include strong, impactful visual content clearly showcasing the following, but not limited to these aspects:
  - **Ecological significance**: highlighting the biodiversity of the land, the importance of the land to the people, and some of the factors that have adversely affected the land;
  - **Economic significance**: highlighting how the land is utilized by the communities, and its importance in financially sustaining them. It should also address some of the issues that have caused poor economic output from the region;
  - **Socio-cultural significance**: discussing the history of the land, how the communities have been shaped over time, and some of the shifts occurring due to the changing factors;
  - A description of the efforts made by WWF to overcome the significant landscape issues mentioned in each category (ecological, economical, and socio-cultural) and highlight how the identified bankable nature solutions provide benefit to these categories and the positive changes it could bring to the landscape in the future; and
  - Record interviews of representatives from local communities, relevant private sector entities/ investors, WWF-Pakistan, relevant public sector departments, and DFCD international team (if possible).
- Record, narrate, edit and produce a high-quality documentary, with b-roll footage, (including an 8-10 minutes complete version and a 1 minute highlight version), complete with voiceover in English, Urdu and Sindhi, and respective subtitles.
- Share concept visualisation, storyboard, script and subtitles of the 8-10 minutes and 1 minute versions with WWF for review and approval prior to execution.
- Share subtitles with WWF for review and approval prior to hardcoding them to the footage.
● Edit the footage in line with script approved by the WWF.
● The consultant will be responsible for background music and voice over recording.
● The consultant share be responsible to ensure sound and picture quality and that dialogue is clear and understandable.
● The videos must be shot in 4K Ultra HD.
● The final videos should be submitted in in different formats (appropriate for use on TV, website, social media channels, etc.)
● The documentary must follow WWF-Pakistan’s branding guidelines.

**Deliverables:**

**Major Outputs:**
- 3 versions (English, Urdu and Sindhi) of the 8 minute long documentary with appropriate subtitles and in appropriate formats, available in HD/USB/flash drives complete with branding
- 3 versions (English, Urdu and Sindhi) of the 1 minute long highlight/trailer with appropriate subtitles and in appropriate formats, available in HD/USB/flash drives complete with branding

**Minor Output:**
- 100 clearly captioned images/photographs, shared in HD/USB/flash drives.

6. **Activities**

*Activities include, but are not limited to:*

**Pre-Production**
- Concept visualization
- Storyboard and Shot List of Scenes
- Script Creation & Interview Questionnaire
- Scheduling Shoot Days, Interviews (Where Applicable), and Interviewee Demographic Strategy
- Getting Relevant Permits for specific activities
- Create Equipment list, arrange for Equipment Rental & Logistics
- Gather Existing Footage & Other Production Elements (Photos, Documents)

**Production**
- Shooting Scenes
- Field Visits & Interviews
- Archival Research

**Post-Production**
- Post-Production Editing
- Checking Legal & Copyright Issues
- Distribution Plans

7. **General Conditions**

- All tasks under the contract shall be carried out as required by and to the satisfaction of Project Management Team;
- The contract may be terminated by Project Management Team through written notice in the event of breach of any condition of the ToRs;
- All reports, reference material data, collected under this assignment and papers written including field samples and photographs prepared under the contract shall be the property of the Project and
shall not be used, published or distributed by the Consultant without the prior written permission of the Project Management Team;

- The field expenses including boarding, lodging, traveling, porter service and photocopying of the reference literature cited for the project office record as desired etc. will be borne by the consultants; and
- Regular or frequent meetings with WWF-Pakistan to discuss the progress updates.

8. REPORTING REQUIREMENTS

- The consultant will report to the communication officer of WWF-Pakistan, who will regularly provide feedback and guidance on their performance and provide necessary support to achieve the objectives of the assignment, as well as remain aware of any upcoming issues related to consultant’s performance and quality of work.
- All activities and deliverables undertaken by the consultant shall be discussed and planned in consultation with WWF-Pakistan’s team.

9. COPYRIGHTS AND UTILIZATION RIGHTS

- All content produced will be a property of WWF-Pakistan; with WWF-Pakistan retaining rights; and may not be used without permission by any party.
- The copyrights of the videos produced (raw & edited) taken during the assignment will belong to WWF-Pakistan. The videographer will obtain the relevant written consent for video usage from WWF-Pakistan’s communication team.

10. REQUIREMENT FOR EXPERIENCE AND QUALIFICATION

Minimum Requirement:
The successful consultant/contractor/firm/ agency will meet the following minimum requirements:

- Team consisting of professional videographer and cinematography services specialists;
- A Master’s degree or higher in Media Sciences/ Production or a related discipline;
- Firm/He/she must have a minimum of 5-7 years of experience in landscape videography, photography, and voice recording. Preference will be given to those who have had a relevant experience in (nature/ environmental/ wildlife photography);
- Strong analytical skills, initiative, and demonstrated problem–solving skills;
- Cultural awareness and sensitivity to gender issues; and
- Excellent verbal and non-verbal verbal communication skills in English, Urdu and Sindhi language.

Competencies:

- Demonstrates openness to change and ability to manage complexities;
- Demonstrates ability to conduct analytical work;
- Excellent voice recording skills;
- Proactive and able to work with minimal supervision with a high degree of initiative, reliability, flexibility, motivation, and resourcefulness; and
- Demonstrates professionalism and the flexibility to make ad-hoc changes as and when the need arises, ability to perform under stress, willingness to keep flexible working hours, etc.

11. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL

Technical proposal:

i. Detailed workplan
ii. Company’s profile/brochure
iii. Detailed methodology
iv. Team’s resume(s) along with their role(s) in this assignment
v. Prior experience in the similar capacity
vi. Recommendation letter(s)
vii. Letter of Declaration regarding validity and authenticity of information provided in proposal

Financial proposal:
Detailed financial proposal which should be inclusive of all applicable taxes and out of pocket expenses in Pakistani Rupees (PKR). The financial proposal should follow a breakdown structure i.e., specifying cost(s) to each head and subhead and remuneration as per man days.
   i. Company’s registration certificate
   ii. NTN detail(s)
   iii. Any legal or technical certification required for the task

Criteria of Evaluation:
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.
   i. Technical Proposal 70%
   ii. Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:
   i. Qualifications (maximum 30 points)
   ii. Experience relevant to the assignment (maximum 30 points)
   iii. Adequacy of the proposed methodology and work plan (maximum 20 points)
   iv. Skills & Competencies for the assignment (maximum 10 points)
   v. Prior experience with WWF-Pakistan (maximum 10 points)