Terms of Reference
for
Digitization of Training Material in Technical Video Tutorials Format

1. Background and Justification

WWF-Pakistan is implementing the projects that are funded by IKEA under the umbrella of “Sustainable Agriculture and Food Programme” (SAFP) for the Agriculture Sector of Pakistan. These projects are building the capacities of farming communities and allied agro-based industry on the supply chain value addition, water conservation, crop residue management, integration of trees in cropping system and providing mitigation strategies to combat climate-change impacts on agriculture sector.

During the last three years, WWF with the financial support of IKEA has run the following five projects to support ecologically and environmentally sustainable cotton production;

a) Strengthening Climate Resilient Cotton Production through Climate Resilient Sustainable Agriculture;
b) Agroforestry for Livelihood Improvement, Climate Change Mitigation, and Biodiversity Conservation in Selected Cotton Growing Areas of Pakistan;
c) Boll to Bale; Standardization of Post-Harvest Processes and Practices to Improve the Social, Economic and Environmental Sustainability of Pakistan's Cotton and Textile Sector;
d) Crop Residues management by improving soil health through clean disposal of agriculture residues with tangible economic benefits; and
e) More Crop per Drop

The purposes of this the aforementioned assignment is to develop digital formats of the technical training material developed over the years for the capacity building of smallholder farming families on diverse thematic topics across Punjab & Sindh. Development and/conversion of such technical material in appropriate digital formats will be used for capacity building training sessions to large number of farmers through using different electronic gadgets such as smart phones, tablets, multimedia, SMD vans etc. It will also help the project teams to reach out to remote audience who are geographically dispersed in the various regions but globally connected through internet. Today's farmers want relevant, mobile, self-paced and personalized training content depending on their availability and comfort so this need can be fulfilled by developing Training Material in Digital formats to enhance their knowledge about different interventions. This mode of learning can help to access the updated training content an unlimited number of times without attending physical training sessions. Farmers can choose specific and relevant areas of the training material without focusing on each and
every area. Digital Training sessions thus conducted will be cost-effective, quick and easy as long training period, infrastructure, stationary, travel expense etc. is reduced. It is the method of teaching purely through technology.

2. Objective

The objective of this assignment is to produce Technical Video Tutorials adapted from text-based training material being used by SAFP team for various projects. The Technical Video Tutorials which will be used across various communications platforms and digital media portals will be in Urdu language.

3. Methodology

Consultant selected for this assignment will be required to perform the following indicative tasks:

- Review the existing text-based training material and suggest the best and cost effective treatment for its Audio-visual adaptation/transformation
- Review text based technical training material provided by SAFP Team according to the requirement of the particular tutorial and discuss with team
- Develop a storyboard or a synopsis of the proposed video treatment and discuss with the SAFP team
- Present a work plan for the assigned task with milestones and delivery schedules
- Coordinate with SAFP team for the understanding of the training materials, their collection and any other requirements linked to the assigned task
- Produce work as per the agreed work plan and delivery milestones

4. Scope of Work /Expected outputs

The consultant will be required to produce a minimum of Forty (40) Video Tutorials during the course of three (3) months.

The Consultant shall be responsible for the complete delivery of Video Tutorials that may include but not limited to any or all of the following:

- Text based technical training material shall be provided to the Consultant by the SAFP team for each of the Videos in such a way that they remain short in duration but concise and complete in terms of their content and clarity. The duration of videos may vary between 3 – 4 minutes.
- Voiceovers in Urdu language for each Video(s) shall be arranged/developed/produced by Consultant
- Although the Copyright visual support material required for the Videos e.g. Hi-resolution Still Images shall be provided to the Consultant by the SAFP team
Additional illustrations or graphic support material or animations or story board for the Technical Video Tutorials shall be arranged/developed/produced by the Consultant (as and if required)

- Post Production including but not limited to Editing, Colour Correction, Background Music etc. required for the tasks
- All audio-visual material other than the ones provided by the SAFP team and used by the Consultant for the Video Tutorials including Background Music must be from Free-to-use archives or the rights of their use must be acquired by the Consultant

Technical Video Tutorials will be previewed by the Senior Manager SAFP and his associates and duly approved before delivery of Master files.
All Master files must be submitted to Senior Manager SAFP once approved.

5. Time Frame

The consultancy will be undertaken over a period of three (3) months. Work will commence immediately after the conclusion of agreement.

Time duration: March-May 2020

6. Responsibilities of WWF-Pakistan’s SAFP Team

- Give access to consultant to all relevant projects’ training material/data/documents necessary for execution of the task under this consultancy;
- Monitor and supervise the work of the consultant and review progress of the work as well as provide regular necessary technical support and feedback

7. Eligibility/Qualification of the Consultant

- Previous experience in producing international quality digital Audio Visual content; Consultants with proven experience in producing 2D animated videos would be preferred
- Examples and Demos of Relevant work produced in the past shall be required
- Consultant must possess the ability and willingness to work in a multicultural and multilingual environment;
- Consultant must have the ability to adhere to deadlines and flexibility to adapt changes and incorporate feedback
- Consultant should demonstrate exceptional Reading, Writing and Comprehension skills in Urdu Language
- WWF Pakistan understands that there could be several treatments with varying costs for each treatment to produce the Video Tutorials, therefore the Consultant would be required to present a sample of their interpretation/treatment of the proposed videos for the training module attached
Cost proposals submitted by the Consultant shall be evaluated vis-à-vis this sample video to make the evaluation objective and free from ambiguities on the delivery output.

8. Copyright and Intellectual Property Rights

In consideration of the fees paid, the Consultant expressly assigns to SAFP-WWF any copyright arising from the works the consultant produces while executing this contract. The consultant may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from the SAFP-WWF.

9. Applications

All applicants must meet the minimum requirements described above. Only short listed candidates will be contacted.

Each application should include the following:

- Cover letter with the applicant’s current contact information including how the candidate’s previous experience matches the consultancy objectives as well as their interest for the position (no longer than two pages);
- Technical proposal on how they intend to carry out the assignment;
- Financial proposal/detailed budget of the project;
- CV of consultant and professional references or letter of recommendation;
- Samples of recent similar assignments: online portfolios and links to video work/documentaries;
- Sample of their interpretation/treatment of the proposed videos for the SAFP training module attached

Applications not including all of the above information will not be reviewed. Only short listed candidates will be contacted.