TERMS OF REFERENCE

Development of three videos 3-minute each to cover post-harvest losses, overfishing and safe releases of by-catch ETP species in Pakistani waters. Under Sustainable fisheries entrepreneurship project “SFEP-Ph-II” at Ibrahim Hyderi and Rehri in Karachi.

INTRODUCTION
Contract type: Consultancy for development of 3 short videos
Duration of assignment: Three months (1 March 2020 to 30 May 2020)

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 losses. 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 3 videos (3 minute each) each covering all relevant and important topics including post-harvest losses, overfishing and safe release of by-catch species. In this regard, a professional film-maker/ firm is being hired to perform this task.

SPECIFIC OBJECTIVE
Develop three videos covering sustainable fishing practices mainly i. reducing in post-harvest losses overfishing and safe releases of by-catch species;
Promote sustainable fishing practices through short documentaries and video clips;

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

Video 1. Safe release initiative
- Overview of traditional fishing practices and how they damage marine ecosystem mainly ETP species.
- Proper safe release of marine animals following international guidelines
- Techniques to minimize the incidences of ETP species entanglement and safe release
- Training to fishers on safe release
- Importance of safe release of ETP species for marine ecosystem.
- Interviews of trained fishers and WWF officials.
- Message for the general public that how they can contribute towards marine conservation work.

Video-2 Reduction of post-harvest losses
- Background to post harvest losses in conventional fishing in the Arabian Sea
- Overview of fish at landing sites and sale in the market
- WWF trainings on reducing post-harvest losses
- Importance of reducing post-harvest losses.
- Document effective fishing handling techniques
- Interviews with beneficiaries of ice-boxes
- Economic advantages of reducing post-harvest losses
- Using the existing videos.
- Highlight the impact of the project that help reduce post-harvest losses and sensitize fishers.

Video-3 Addressing the issue of overfishing

- Background to overfishing and its adverse impacts on fishers’ economic conditions
- WWF-Pakistan’s efforts in reducing overfishing.
- Document techniques and methods that focus on target fisheries
- Interviews with local fishers, WWF staff and government officials
- Merging the existing videos available with WWF
- Message for other fishers and general public on importance of addressing the issue of overfishing.

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;