TERMS OF REFERENCE

VIDEO CONTENT PRODUCTION: “HUMANIZING THE IMPACT OF CLIMATE CHANGE”

Background and Justification

CFI is a French media cooperation agency mainly funded by the French Ministry of Foreign Affairs and International Development, and is responsible for coordinating and implementing public aid policy for promoting and enhancing the media in developing countries. CFI is currently involved in around thirty projects that fall within three major programmes: media and governance, media and enterprise, media and development.

CFI is implementing a project called “Mekong Sustainable News” to conduct activities related to media in order to support better understanding and coverage of environment related issues, in the field of SDG’ achievement.

Vietnam, Cambodia, Laos and Myanmar are all predominantly rural countries; indeed, in the last three, more people work in the agricultural sector than any other. These four countries are among those that are most affected by climate change, especially in rural areas. They also have to cope with major challenges in terms of air and water pollution, food safety and new pandemics.

Faced with these threats, the work carried out by journalists is absolutely critical, as it makes it possible to raise people's awareness and inform them about the issues linked to sustainable development, so that they will be inspired to play their part in making the environmental changes needed in their respective countries.

Launched in 2019, the Mekong Sustainable News project is helping to improve how scientific news topics are being processed in the Mekong region, especially by digital media organisations. It is encouraging journalists to cover environmental subjects in a positive and humane way, by highlighting tangible solutions. Journalists have to act as intermediaries between the scientific community and the general public, so that people can be informed about the most relevant points concerning the key challenges ahead.

The project is specifically financed by the Solidarity Fund for Innovative Projects, Civil Societies, French-Speaking Countries and Human Development, which is run by the French Ministry of Europe and Foreign Affairs.

Project expected results

- Better capacity for journalists and citizen journalists to produce digital content
- Increased journalistic production valued by digital media on matters related to protecting the environment and climate change analysis
- Pool of specialized journalism trainers at the regional level on issues related to sustainable development
- Develop the network between scientists and journalists to create educational and/or accessible content to the public

In order to enable the proper drawing-up of video tutorials for educational and journalistic use (online, in two languages) on environmental matter, CFI is looking for the suitable service provider able to produce high quality tutorials with high quality scrips for the 10 videos.

CFI is recruiting a service provider with a background in writing educational content on environmental matter for professional journalists.
Objectives

The objective of the assignment is to support CFI in implementing this specific part of the project. The service provider will be responsible for writing the scripts of the videos to be produced. The videos are directed to professional journalists from Myanmar and Vietnam and content might be different from one country to another to ensure that the examples will be relevant for the viewers. The videos are aiming at improving the viewers’ capacity to understand, look for resources and report on the specific issues in their countries. The script will have to tackle both the journalist skills and scientific skills.

The script will have to:
- Include all text to be used during the videos and provide guidance for the video production
- Include the different steps to use for the video production:
  - Examples:
    - Filming a person
    - Picture
    - Animation
- Include resources used for the content production

The content produced will have to be attractive, culturally adapted and educational.

A total of 10 videos will be produced on the 5 following topics (they will be the same in Vietnamese and Burmese):
- What is Climate Change or the Climate Crisis?
- How to inform about air pollution?
- How to give proper information on the impact of plastic pollution?
- How to inform on food security?
- How to inform on the new trends on the impact of the evolution of the environment on human health?

Please note that topics might evolve during the course of the consultancy.

The service provider will:
- Produced high quality scripts for the tutorials

CFI & partners will be in charge of the coordination:
- Provide technical tools and guidance
- Translating the content in Vietnamese and Burmese
- Video shooting
- Video editing
- Publish and disseminate the videos

Target Groups / Beneficiaries

- Journalists
- Newsrooms
- Media practitioners
- Citizen journalists / media content producers

Tasks

1. Production of 10 scripts of tutorials on Sustainable Development for journalists
2. Reporting to CFI project manager based in Paris
• Report to CFI on a weekly basis on work performed compared to the agreed calendar

**Expected Outputs/Deliverables**

• 10 high quality scripts draft to CFI
• 10 high quality scripts finalized according to CFI’s comments
• End of activity report

**Location and Duration**

The assignment can be located anywhere but could imply travel to countries of the Mekong region and to CFI HQ in France. Service providers based in the Mekong region are encouraged to apply.

It will start in May 2020, until September 2020.

Selection criteria:

• The service provider should have a least 5 successful experiences in the last 3 years of writing scripts / Mooc or education content on SDG and/or environmental and/or journalism skills
• The service provider should have experience in South East Asia and demonstrate its familiarity to the context

**Proposals:**

Technical proposal:

• The Technical proposal should demonstrate the service provider capacity to carry out the project
• The Technical proposal should demonstrate the service provider relevant experiences (see above mentioned criteria)
• The Technical proposal should state the service provider detailed methodology to carry out the project

Financial proposal

• The financial proposal should breakdown all the costs per activity and per unit.
• The maximum total amount will be 12,000 € for the service

Deadlines:

Request for clarification can be sent to mhx@cfi.fr and clz@cfi.fr until: April 10, 2020.
Final proposal should be sent to fmy@cfi.fr, mhx@cfi.fr and clz@cfi.fr until April 20, 2020.

Only proposals with all the requested elements will be evaluated.

**Evaluation of the offers:**

• Technical proposal: 70%
• Financial proposal: 30%