SCOPE OF WORK

Producing videos on results of Regional Biotrade Project

# 1. Background

Regional Biotrade is an eight-year project (September 2016-August 2024) funded by the Government of Switzerland through the State Secretariat for Economic Affairs (SECO). The goal of the project is the conservation of biodiversity through sustainable trade of biodiversity products in a manner that integrates local exporters/producers into global value chains and increases income for the rural population women and men that depend on biodiversity resources for their livelihoods in the Mekong region.

The program includes three country components covering the core target countries of Myanmar, Vietnam, and Laos, and a regional component covering light-touch intervention in Cambodia and partnerships with regional and international companies and organizations. HELVETAS Swiss Intercooperation has overall management responsibility, and directly manages the Laos, Myanmar, and Regional components, while Vietnamese NGO CRED manages the implementation of the Vietnam component.

As part of the project's closing activities, three workshops will be conducted in Vietnam, Laos, and Myanmar in August 2024. A video clip would be produced to showcase the achievements and impact of the project. It will be shown in the 3 closing workshops in 3 countries as well as used on other communication channels (social media, mass media).

We are seeking a service supplier to produce the video clips with detailed requirements as described below.

# 2. Objectives

To produce video clips to showcase the achievements of the 8-year Regional Biotrade Project in South East Asia, in details:

* 03 (three) versions of a maximum 5-minute video clip showcasing the results of 8-year Regional Biotrade Project in Vietnam, Laos, and Myanmar, including accurate and culturally appropriate subtitles in Vietnamese, Lao, and Burmese languages for each respective version.
* The video clips will be used in the 3 Closing Events in Hanoi, Yangoon and Vientiane and for broadcast on other communication channels to reach a wider audience beyond workshop participants.

# 3. Scope of Work

* Pre-production:
  + Review existing footage and materials related to the Biotrade project.
  + Identify key visuals and narratives that resonate with local audiences in Vietnam, Laos, and Myanmar.
  + Based on an outline script and detailed requirements from the Project team, develop a script or transcript for each version in English, ready for translation and subtitling.
* Production:
  + Produce, edit and finalize the video clips based on approved scripts.
  + Ensure high-quality visuals, audio, and overall production standards suitable for workshop presentations and television broadcast.
  + Obtain necessary approvals from project stakeholders on the final edits.
* Post-production:
  + Translate the English script into Vietnamese, Lao, and Burmese languages (with the support of the 03 project teams in Vietnam, Laos & Myanmar)
  + Create accurate subtitles in each language, ensuring readability and synchronization with the video content.
  + Integrate subtitles seamlessly into the video clips using appropriate software.

# 4. Deliverables

* Three versions of a maximum 5-minute video clip, each with subtitles in Vietnamese, Lao, and Burmese languages (recommended text in white color, with dark grey text shading or border, no text background), TV commercials style, using impressive video effects, inspiring content, innovative mood, suitable for workshop presentations, and for publishing on online channels (YouTube, Facebook, website)
* Final video files in suitable formats (MP4, 4k/Full HD resolution. 16:9 frame ratio)
* Documentation of the translation process and any necessary permissions or releases related to footage usage.

# 5. Timeline

* The draft version of the video clips should be available by 26 July 2024.
* Production and delivery 03 video clips in English with 3 versions of subtitles should be completed no later than **August 7, 2024**.
* All payments should be completed before August 15, 2024.

# 6. Budget

* Provide a detailed budget proposal including costs for pre-production, production, post-production, translation, subtitling services;
* Include any additional costs such as music/image copyrights and contingencies.

# 7. Supplier Requirements

* Proven experience in video production, editing, subtitling services, preferably with experience in producing content for international development projects or NGOs.
* Demonstrated ability to deliver high-quality work under tight deadlines.
* Understanding of cultural sensitivities and ability to tailor content for diverse audiences in Vietnam, Laos, and Myanmar.
* The proposed budget is in line with the cost norms of the project; able to provide valid financial invoices.

# 8. Proposal Submission

Interested suppliers should submit Company Profile, Proposed Timeline and Budget to [chi.nguyen@helvetas.org](mailto:chi.nguyen@helvetas.org) and helvetas.vietnam@helvetas.org by July 6, 2024.

References:

* [Project Introduction materials](https://www.helvetas.org/en/switzerland/what-we-do/how-we-work/our-projects/asia/vietnam/vietnam-laos-myanmar-regional-market) on Helvetas website
* [Helvetas Facebook fanpage](https://www.facebook.com/helvetas.vietnam): posts with #Biotrade
* There are some available communication materials and footage.