

Hashemite Kingdom of Jordan
Badia Ecosystem and Livelihoods Project (BELP)
Terms of Reference – Video on BELP

A. PROJECT BACKGROUND

The objective of the BELP is to support sustainable livelihoods and enhance ecosystem services through participatory approaches in selected areas of the Jordan Badia. The implementation period of the project is from January 2013 to June 2017. Project implementing entity is the National Center for Agricultural Research and Extension (NCARE). In addition, two other entities are responsible for executing components and/or sub-components of the project namely: Hashemite Fund for Development of Jordan Badia (HFDJB) and Royal Society for the Conservation of Nature (RSCN). A Project Management Unit (PMU) is established under NCARE for supporting project implementation. The project is implemented in the north Badia (Mafraq governorate, Ar Ruwaished sub-district) and the south Badia (Al-Jafr and Al Husseinieh sub-districts). Component 1 on ‘community-centered ecotourism in the northern Badia’ is executed by RSCN; and Component 2 on ‘adaptive rangeland management and alternative livelihoods support in the southern Badia’ is executive by NCARE and HFDJB.

B. SCOPE OF WORK

With the project closing date of June 30, 2017 fast approaching, the PMU of the BELP is interested in contracting a video film producer (videographer) to produce two short videos. Both videos should be in Arabic with English subtitles.

Project Summary:

- Develop a script and produce two videos: short (2-3 minute) and longer (6-8 minute) videos that will capture the project as a whole, its accomplishments, interventions, success stories, and benefits to the beneficiary communities. The video will highlight the impact of project interventions/activities towards sustainable livelihoods and socio economic activities.
- Develop the concept on the best way to communicate the subject (synopsis)
- Consult with PMU staff in charge of the project
- The story should be told from the perspective of the people on the ground (the beneficiaries)
- Provide creative input, writing, editing, voice over, background music, subtitles, and if required, graphics and animation.

Qualifications:

- Key staff of the vendor with proven relevant educational and professional experience
- Considerable experience in producing public information video films or TV programs relating to social and economic matters
- Experience in working with international organizations and/or UN organizations will be considered as an advantage
- Experience in working with ministries and/or NGOs in Jordan is desirable
- Excellent technical capacities to ensure smooth and high-quality professional production

C. DELIVERABLES/SPECIFIC OUTPUTS EXPECTED FROM THE CONSULTANT

Delivery/Output/Format:

- Production of the film videos (short and long versions) is to be completed by early June 2017. A first version of the videos will be submitted to the PMU for review by the end of April 2017. The film maker will take comments into consideration and provide a revised version of both videos.

Production Plan:

- **Pre-Production** (5 days): Concept development, Script development, voice over writing, storyboard development, shooting schedule...
- **Production** (5 days): Audio and video field shooting in South Badia 3 days (Al Husseinieh, Al Hashemiah, Al Jafr and Bayer) and in north Badia 2 days (Al Dahik and Tal Qurma and Burqu Ecolodge).

In the north, video footage will include aspects of the ecotourism corridor (Azrak/Shomari in northwest Badia to the ecolodge in northeast Badia, including Qasr Burqu and other attractions along the corridor such as Al Dahik, Tal Qurma, etc.). It will also include interviews with select beneficiaries in the north benefiting from the ecotourism corridor as well as from training and income generating activities. In the south, video footage will include a selection from within the two hafirs (Al Jafr and Al Husseinieh) and the three range reserves (Al Husseinieh, Al Hashemieh and Bayer). The video footage will also cover socioeconomic and income generating activities undertaken by individuals/cooperatives in the south.

- The longer video will include brief interviews/statement of community members, rangers; as well as statement from HH Sharifa Zein, Dr. Fawzi and Yehya Khaled. A statement will be obtained from the World Bank team leader during end-May, and included (as a last task) in the longer video.
- **Post-Production** (10 days): Archiving and cataloguing of footage, audio and video editing, soundtrack realization, voice over recording, titling and graphics, color correction, master preparation and export...

Payment Terms:

- 10% of total amount upon initiation of the work
- 20% of total amount upon submission of first version of the documentaries (long and short)
- 30 % of the total amount upon submission of the draft final version
- 40% of total amount upon submission of final versions of the documentaries (long and short) after acceptance from the PMU and the World Bank

D. SPECIFIC INPUTS TO BE PRESENTED BY THE CLIENT

- The PMU will be responsible for providing the video film producer with all background information and documentation needed for the research and pre-development phase of the assignment.
- The PMU will facilitate meetings of the video film producer with the responsible individuals within the three entities to discuss their specific components/sub-components and advise/work with the film producer during the filming and interview (beneficiaries) process.
- The PMU (in consultation the WB and the three entities) will be responsible for facilitating the filming by ensuring proper clearances are obtained and field teams informed in advance.

E. SPECIAL TERMS & CONDITIONS / SPECIFIC CRITERIA

- Once the proposal is accepted, the Vendor/Consultant will work with the PMU (who in turn will collaborate with one individual in each of the three entities) to fine-tune concept of design and production. Videos will have final sign off approval.
- The offer includes cost for editing, production (including original composition), graphic design, rendering time, equipment use....
- The consultant should be able to undertake travel to the North and South Badia where the project implementation sites are located. The consultant should also meet with the three entities in their offices as required, to learn more about their specific activities in the Badia.
- Qualified candidates are encouraged to apply no later than (February 25, 2017). Applications that do not meet the specified minimum requirements or are received after closing date will not be considered. Acknowledgements will be sent to short-listed candidates.
- Further information can be obtained at the address below during office hours insert office hours if applicable, i.e. 0900 to 1300 hours.
- Proposal (technical and financial) must be delivered in a written form to the address below e-mail by 28-2-2017.

Address: PMU / second floor of NCARE

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