



# Mekong River Commission

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## Terms of Reference

### 1. Summary of Consultancy

<b>Title:</b>	International/Regional Consultant (Videographer)
<b>Level of Post:</b>	Special Service Agreement (SSA)
<b>Division:</b>	Communication Outreach Component under the Mekong Integrated Water Resources Management Project (M-IWRMP), PD/OCEO
<b>Duration:</b>	Max 60 working days within the period from 23 October 2017 - 31 March 2018, with possibility of extension
<b>Duty station:</b>	Home-based, with frequent travel to the MRC member countries (capitals, project sites, etc.)
<b>Required deliverable:</b>	A documentary film with a brief trailer

### 2. Background:

The Mekong River Commission (MRC), comprising Cambodia, Lao PDR, Thailand and Viet Nam, was established under the 1995 Mekong Agreement to coordinate and promote cooperation in all fields of the sustainable development, utilisation, management and conservation of the water and related resources of the Lower Mekong Basin.

Through the Mekong Integrated Water Resources Management Project (M-IWRMP), the MRC promotes integrated planning approaches for sustainable management of shared resources at the regional and sub-basin levels. The M-IWRMP administers five bilateral projects of the four member countries at the Transboundary level (thereafter, referred to as the “transboundary projects” or “TB projects”) that facilitate cross-border dialogue to address key issues in resources management.

The Communication Outreach Component under M-IWRMP facilitates dialogue and communicate IWRM principles to different stakeholders—including government agencies, the private sector, civil society and local communities, through the use of a wide range of communication approaches. The dissemination of the MRC knowledge and IWRM principles, the provision of communication support to the five bilateral projects, and the promotion of their activities and achievements are the core of this component.

In this context, the component seeks a Consultant (Videographer) to develop scores of video materials to promote the IWRM-based transboundary dialogue.

### 3. Objectives:

The assignment aims to produce a documentary film that showcases the achievement of the five transboundary projects, which are slated for completion in March 2018.

As audiovisual materials are powerful tools to reach out to a variety of audiences, such as water experts, national policy-makers, local authorities, and water resources users, the documentary film will be a primary tool for awareness-raising on the importance of IWRM-based transboundary

dialogue for the management of common water resources. The videos will also be used for regional and international promotion of the MRC’s achievements.

The documentary with a short trailer (in EN and 4 riparian languages) will be distributed to the member countries and project teams for their outreach efforts, and at the MRC level, will be posted on the official website and YouTube and screened at other communication opportunities.

#### 4. Responsibilities / Tasks:

The consultant is required to carry out the following duties and responsibilities in order to produce (1) a 30 min. documentary film to depict achievements of the transboundary projects, and (2) a 1-1.5 min. trailer of the documentary:

- Review all relevant documents, existing footage, and photos (some sample videos will be provided as an initial concept);
- Meet with the MIWRMP and Communication teams to discuss on possible storylines, and develop a draft story outlines based on the discussion;
- Revise and finalise the story outlines and synopsis based on the comments/suggestions;
- Conduct video shooting, interview key persons at the MRCS, National Mekong Committees (NMCs) and the project sites, and select footage/photos;
- Write the video scripts, select sound bites and images, and submit the film editing plan to the MRC for review and comment; and revise and finalise the scripts/images/sounds plan;
- Produce and edit the videos;
- Submit draft versions of the documentary and trailer for review and comments, and revise them until approved by MRC;
- Facilitate translation into 4 riparian languages, and add subtitles and riparian-language voiceovers;
- Design the label and package cover for the DVD and duplicate 30 copies per each language of the DVD for final submission;
- Submit the final products both in DVDs and MP4/FLV formats (HD/HQ format) for online publication
- Make sure that sources of the information presented in the videos are given proper credit.

The table below outlines a proposed timeline of the production.

Key tasks	No. of days	Timeframe
Pre-Production		Oct. – Nov. 2017
<ul style="list-style-type: none"> <li>• Desk-review the concept notes, project-related documents and MRC videos</li> <li>• Facilitate discussions with IWRMP &amp; the Communication teams, develop a work plan, select target locations and plan a travel schedule (require MRCS agreement)</li> <li>• Develop story outlines and/or synopsis (require MRCS approval)</li> </ul>	5-10	
Production/Filming Missions		Oct. – Feb. 2018
<ul style="list-style-type: none"> <li>• Visit field locations in the four member countries and shoot video footage</li> </ul>	30	
Post-Production		Feb. –Mar. 2018

<ul style="list-style-type: none"> <li>• Write script, select images and sound bites, and finalise the script with editing plan, based on feedback (require MRCS approval)</li> <li>• Editorial work on the products, including work on translated versions</li> <li>• Finalise and export the video products</li> <li>• Duplicate DVDs with art work (label and package cover design)</li> </ul>	15-20	
<b>Total no. of days</b>	<b>60</b>	

\* The above timeline is indicative only. The consultant is requested to submit his/her work plan after initial discussions.

## 5. Deliverables / Timelines

The consultant must deliver video products of (1) a 30 min. documentary film that depicts achievements of the transboundary projects, and (2) a 1-1.5 min. trailer of the documentary, both in English and 4 riparian languages.

No.	Assignment	Delivery Time
1	Documentary film (30 min.) on TB projects' achievements in 5 languages	Mar. 2018
2	Trailer (1 min.) of the documentary in 5 languages	Mar. 2018

All products must be high quality with English subtitle when spoken in other languages (English version). The riparian-language versions also follow the same approach. Some footage is expected to be taken by a drone camera. If more effective to deliver messages, animation can be used in the video production.

The final products should be delivered in the following mediums:

- DVDs and/or VCDs (30 copies per each language)
- MP4/FLV format for web-content (incl. HD/HQ format)

The minimum standard requirements for the video quality are as follows:

Description	Dimension
<b>Frame size and image dimensions</b>	1080 x 1920
<b>Variable Bit Rate</b>	10.08 Mbit/s
<b>Screen Aspect Ratios</b>	4:3 (or 16:9)
<b>Interlacing</b>	Compatible version
Sound	48k

The deliverables may be modified upon mutual agreements if the transboundary projects do not progress as planned or for any other compelling reasons.

## 6. Working principles / Reporting lines:

The assignment duration is from 23 October 2017 to 31 October 2018 with an estimate of 60 actual working days (MRC's work day consists of 7.5 hours of work) altogether. The duration might be extended, subject to the World Bank's approval of the M-IWRMP no-cost extension.

The consultant will work mostly from home during the pre- and post-production phases but travel frequently to project sites and capitals of the four member countries of Cambodia, Lao PDR, Thailand and Viet Nam for filming.

The consultant will report to the M-IWRM Communication Component under the overall supervision of the Director of the Planning Division and the Chief Executive Officer (or delegates). S/he will work closely with all communication personnel, concerned officials of the MRC and National Mekong Committees, and other relevant technical personnel with the transboundary project teams.

**7. Qualifications/ Requirements:**

- A minimum of bachelor’s degree, preferably a master’s, in videography, communications or related field;
- At least 5 years of solid experience in the field of professional video production with a good portfolio of video products on the Mekong, development or environmental issues;
- Experience with the use of a variety of digital movie cameras, and expertise in shooting in various lighting conditions and capturing audio videos (i.e. boom mic.);
- Adequate equipment and facility, including HD cameras, an editing machine, microphones, a recording studio, and other necessary film-making tools;
- Ability to produce video products as defined by the Communication Component;
- Knowledge of natural resources management and environmental awareness is desirable;
- Good understanding of the Mekong River basin’s socio-economic, environmental contexts;
- Work experience with international, intergovernmental organisations preferred;
- Willingness to work closely with the MRCS and transboundary project teams;
- Resident of one of the four member countries; and
- Working knowledge of riparian languages is an asset but not a requirement.

Interested individuals are required to submit proposals consisting of two parts:

- Technical proposal (cover letter, CV, portfolio/work samples, and contact information of 3 references)
- Financial proposal (lump sum fees)

A written test and/or an interview may take place during the selection process.

**8. Conditions of payment:**

This position is paid in lump sum in 3 installments, the first (20%) upon the satisfactory submission of story outlines/synopsis, the second (40%) upon delivery of the final script with editing plan, and the third (40%) upon delivery of the final documentary and trailer videos and satisfactory performance appraisal by the MRCS. Payment will be made in US dollar.

	<b>Payment %</b>	<b>Deliverable</b>	<b>Expected Time</b>
1	20 %	• Upon satisfactory delivery of story outlines/synopsis	Nov. 2017
2	40 %	• Delivery of the final script with editing plan ( all footage taken should be provided to MRC)	Feb. 2018
3	40 %	• Delivery of the documentary film and its trailer in digital formats and DVDs (all footage, images and sounds prepared for these products should be provided to MRC)	Mar. 2018

DSA, relevant travelling expenses and any extra costs will be provided separately in accordance with the MRC guidelines.

**9. Legal arrangements for the use of the produced materials / Intellectual Property Rights**

All graphic materials (e.g. drawings, graphs, pictures, etc.) and video footage produced for the videos have to be made available to the MRC-MIWRMP in an image format or publisher format (e.g. .jpg, .png, .indd, etc.) in order for the MRC to further use them in other communications products (e.g. videos, presentations, reports, posters, booklets, etc.). The copy rights and rights for further use and adjustment shall ultimately lie with the MIWRMP and MRC.

Intellectual property rights: Information, data, database, knowledge resources in the forms of briefings, reports, proceedings, articles, essays, etc. issued by and for the MRCS will be the MRCS property. Any utility, announcement and disclosure that are without MRCS highest levels of authority' permission is considered illegal and will be charged by relevant local and international legal procedures.

**10. Signature Block:**

**Chief Executive Officer**

**Consultant**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_