



Mekong River Commission

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TERM OF REFERENCE

1. Consultancy Summary:

- **Title:** Consultant to produce an introduction video for the MRCS and a video to explain about rock blasting on Mekong River
- **Consultancy type:** SSA
- **Duration:** in the period from 15 September to 30 December 2018
- **Reporting to:** MRC Secretariat
- **Total number of days:** 40 working days
- **Required deliverables for this consultancy:** An introduction film for the MRCS and a short film/video to explain about rock blasting on Mekong River
- **Daily timesheet requirement:** Yes, submitted with invoice
- **Monthly/weekly team meeting requirement:** No
- **Finger print scanning requirement:** No
- **Monthly work plan requirement:** No
- **Monthly timesheet requirement:** No

2. Background

The Mekong River is one of the world's largest rivers and runs through six countries in Southeast Asia from China to Viet Nam. Governing the river basin in a sustainable and equitable manner has been a challenge for Mekong countries, yet it also presents an opportunity for collaboration. The Mekong River Commission (MRC), established by a 1995 agreement between Cambodia, Lao PDR, Thailand and Viet Nam, is an inter-governmental organisation working towards sustainable development through dialogue and cooperation within the Lower Mekong Basin (LMB). Within an agreed legal framework, these countries, with different national interests and priorities, discuss their needs and challenges in development, and negotiate better use of shared water resources for the benefit of the region and its 65 million people.

For hundreds of years, the Mekong River has been a vital passageway for people and goods. Today, the Mekong is still an essential means of transportation for many of the people living in the region and plays an increasingly important role in international trade and tourism. Within the LMB, the Mekong River and its major tributaries are navigable during the high-water season (about eight months of the year), with the exception of a 14-km section just north of the border between Cambodia and the Lao PDR – the impassable Khone Falls.

The Development Plan for International Navigation on the Lancang-Mekong River (2015–2025) regulated by the Joint Committee on Coordination of Commercial Navigation (JCCCN) consists of navigation enhancement measures including clearance of the Mekong for navigation. The JCCCN members are China, Myanmar, Thailand and Lao PDR. The development plan is an agreement among the JCCCN members, signed in April 2000.

Over the years, the MRC spent substantial efforts in development of the Master Plan for Waterborne Transport (so-called MRC Navigation Master Plan). The development carefully considered other agreements on Mekong, including the Plan for International Navigation on the Lancang-Mekong, to

avoid conflicts in technical standards and requirements. The MRC ensures to well inform and make transparent all information to its member countries and other stakeholders.

With above-mentioned reasons, it is essential for the MRC to have a professional introduction video to promote the organisation's works and achievements over 23 years. In addition, a video to explain about navigation channel improvement measures such as rock blasting on Mekong River would be useful communication tools.

3. Objective of the Consultancy:

The objective of the consultancy is to produce the following two videos:

- A short video of approximately 5 minutes introducing the MRC in an eye-catching and informative way. Specifically, the film/video should:
 - Provide an overview/update on the MRC works: What it is and what it does so as to promote the MRC among its stakeholders including government officials, development partners, and the communities who depend on the river.
 - Emphasise on the essential role of the MRC for the Mekong river and its 65 million inhabitants.
- A short film/video of around 10 minutes to explain about navigation channel improvements including rock blasting/rock excavation on Mekong River and its impacts to aquatic life in Mekong river. Specifically, the film/video should:
 - Raise awareness of several measures of navigation channel improvement measures and techniques and focus on rock blasting/rock removal for the Governments of the four member countries, NGOs and media in the region. It would be simple communication that can reach also on educated public audience in the region who care about Mekong River's issues.
 - Provide information on rock blasting/rock removal in clear language, using audio-visual techniques to enhance audience recall.
 - Demonstrate the destructive method of fishing, indiscriminately killing all life between the two electrodes and compare with the chiseling of some channel banks in the river, how much this is killing fish-stocks.
 - Provide documentation for scholars, developers, stakeholders, by clearly explaining the extent of the rock removal/rock blasting for improving the navigation channel and increase the safety of navigation along the Mekong.

4. Responsibilities and tasks:

The Consultant will conduct the following tasks:

- Review materials and video footages on the MRC's works.
- Develop a concept and storyboard for the video with a few proposals on the use of animation, infographic, still photos and video footages in consultation with the MRC Communications team.
- Purchase new footage if needed.
- Finalise the direction and production of the film/video.
- Production: the consultant is required to use current techniques and software to ensure creativity and quality.
- Hold regular meetings with MRC at each stage of the production process to present ideas and discuss the direction of the project.
- Present screenings for comments and approval.
- Final revisions/editing for final approval by MRC.
- 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 (copyrights).

5. Deliverables and timelines:

Deliverables	Estimated level of effort (days), incl. consultations	Target date
<i>The introduction video</i>		
Detailed work plan (following initial meeting with MRC Communications team) including timeframe and detailed activities.	01	18 September 2018
Presentation/submission of the draft storyboard	03	23 September 2018
Presentation/submission/screening of the first cut of the video clip for comments/revision	06	8 October 2018
Presentation/submission of the final cut for approval in the following formats: avi (high resolution); wmv or mp4 files for web streaming; mp4 as DVD source; and mp4 as audio.	02	18 October 2018
<i>The navigation video</i>		
PRE-PRODUCTION		
Review of footages (within and outside of MRC) and provision of a detailed work plan (following initial meeting[s] with MRC Communications team and navigation expert[s]) including timeframe and detailed activities, to be submitted 1 week after signing contract	02	10 October 2018
Presentation/submission of the draft script (to be submitted 2 weeks after contract signing for comments/revision (required MRC approval)	03	20 October 2018
PRODUCTION		
<ul style="list-style-type: none"> • Make new footage on survey activities and on navigation in the difficult stretches where rock outcrops are a danger to navigation. Interviews might be needed here. • Prepare computer graphic animations of rock removal procedures, chiseling navigation channels, chipping rock embankments, mitigation measures to limit damage from the use of explosives, etc. • Presentation/submission/screening of the first cut of the film/video for comments/revision • Revise the first cut 	12	15 November 2018
POST-PRODUCTION		
<ul style="list-style-type: none"> • Editorial work on the products • Submit the final cut for approval • Finalise and export the video products into formats of avi (high resolution); wmv and/or mp4 files for web streaming; mp4 as DVD source; and mp4 as audio. 	11	15 December 2018
Total	40	

6. Working Arrangement:

Reporting line: Office of the Chief Executive Officer (OCEO)

Communication line:

The Consultant will work under the managerial and technical direction of the MRC Communications team and technical direction of the Navigation Specialist (for the navigation video)

The video will be produced by the consultant working from their offices in the region and working with the MRC Communication team and the Navigation Specialist (for the navigation video only) on each stage of production. Production meetings will be held between the consultant and MRC staff and MRC's recruited international experts at each stage of the production process either online or face-to-face.

The videos will be produced in English and can be used as promotional/educational products at the MRC events. The videos will be uploaded to MRC YouTube and posted on the organization's social media platform including Facebook, Twitter and LinkedIn.

The introduction video

The introduction video provides an overview on the MRC and its works and achievements since it was established in 1995. The video is expected to use a combination of animations, infographics, still photos and video footages (both, the footage available at the MRC and the new footage purchased online) to explain about the MRC, and its MRC's works and achievements. A tentative concept and provisional script for the film/video will be prepared in advance by the MRC Communications team.

Background materials:

Draft script (see annex 1)

Mekong Transboundary Dialogue: <https://www.youtube.com/watch?v=45rqjz6qXR0&t=272s>

A view from above - Pak Beng Hydropower Project:

<https://www.youtube.com/watch?v=xEbnpkjKyfI&t=213s>

Mekong the mother: https://www.youtube.com/watch?v=_AqvJaHk-N4&t=1668s

The navigation video

The navigation video is an education video on navigation channel improvement measures including rock blasting/rock removal on the Mekong river and its impacts to the river environment in Mekong river compared to other interventions e.g. river bank protection and river port construction fishing by electric shocks. The video is expected to use a combination of animations, infographics and available or new footage to explain rock blasting or rock removal on Mekong river and its impacts to aquatic life in Mekong river.

Background materials:

Brief content (see annex 2)

Work station: Home based and sometimes travelling to some places to do a video filming and reporting to the MRC Secretariat

7. Qualifications and Requirements:

The Consultant will have to meet the following requirements:

- Proven experience in video clip production meeting international standards.
- Experience working with development organisations in the Mekong region.
- Previous examples of producing intro clips for a similar organisation like the MRC will be a distinct advantage.
- Ability to work in English language.

The Consultant will meet the following requirements:

- Proven experience in film/video production meeting international standards, with at least 5 years of solid experience.
- Proven experience in creating films, using infographic and computer generated animation.
- Experience working with intergovernmental and/or development organisations in the region.
- Good understanding of the Mekong River basin's socio-economic, environmental contexts.
- Previous examples of producing introduction videos for a similar organisation like the MRC as well as producing instructional, 'explainer' film/videos will be a distinct advantage.
- Proven experience in video production meeting international standards.
- English language is a requirement; working knowledge of riparian languages is an asset but not a requirement.
- Willingness to work closely with and in consultation with the MRC.

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 mentioning the title of the project (lump sum fees or daily rates – note that the MRC’s work day consists of 7.5 hours of work. Travel expenses and DSA are in accordance with MRCS regulations)

An interview may take place during the selection process.

8. Condition of payment

The Consultant will be required to enter into contract with the MRC Secretariat as per the terms and conditions of the contract document.

Payment will be made in accordance with MRC procedures, the completion of the outputs (see Section 5), and the invoice submitted to the MRC/OCEO.

9. Intellectual property rights:

Intellectual property rights - IPR: 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. English competency: TOEIC score of 600-700 (or equivalent)

11. Other requirements

- Home based, no requirement for daily finger print and monthly work plan.

12. Signature Block

MRC Secretariat Division: Technical Support Division Name of Director: ----- Signature: -----	 Date: -----
Consultant Name of consultant: ----- Signature: -----	 Date: -----

Annex 1

1. The lower Mekong, home to over 65 million people, is one of the world's greatest rivers.
2. It runs from China through Myanmar, Laos, Thailand, Cambodia and Viet Nam.
3. It provides food, energy, transport, tourism and other income-generating development opportunities. (Text run: Food, Energy, Transport, Tourism, Income)
4. But the river basin is facing challenges in due to rapid infrastructure development, population growth, industrialization and climate change. Dams and diversions, sediment mining, intensive irrigation, navigation enhancements, less predictable climate patterns causing frequent floods and droughts, as well as poverty itself are putting pressures on the Mekong River.
5. That is why the Mekong River Commission (MRC) is here to manage the river in a sustainable and equitable manner.
6. Building on cooperation since 1957 under the Mekong Committee with the support from United Nations, in 1995, the four Governments of Cambodia, Laos, Thailand and Vietnam signed the Mekong Agreement establishing the Mekong River Commission to coordinate and promote sustainable development and management of the water and related resources of the Mekong River Basin. (Text run: 1995 Mekong Agreement)
7. Today, the MRC acts as a technical knowledge hub and platform for water diplomacy to facilitate regional cooperation for member countries to share the benefits of common water resources, despite different national interests, and address transboundary pressures in the basin. (Text: knowledge hub, water diplomacy platform)
8. How? The MRC does this through its functions: river basin wide planning, implementing procedures for managing the river, monitoring the river's conditions, forecasting for flood and drought, and conducting assessments and studies to understand future opportunities and risks. (Text: planning, procedures, monitoring, forecasting, assessments – maybe different shapes/icons)
9. Our planning work guides and integrates national plans and projects from a basin-wide perspective. [different images of BDS, MASAP, BFMS, PDG, TbEIA, etc]. We implement procedures for data sharing, monitoring and managing water use, water quality and water flows, as well as facilitating consultations on infrastructure projects. [Images of five procedures? Brochures?]. The MRC monitors and reports on fisheries, ecological health, water levels and water quality, and sediment, as well as forecasting for flood and drought [Images in this regard]. Finally, we conduct modelling and assessments to understand development impacts and future opportunities and risks [Images of BDP, ISH, Council Study, etc].
10. Our motto of work is: Meeting the needs, keeping the balance. (Special text run: Meeting the needs, keeping the balance)

11. In all our work, the MRC facilitates information sharing, dialogue and negotiation on water and related resources among governments, taking into account perspectives of development partners, the private sector, academia, and civil society. (Text run: stakeholder engagement)
12. China and Myanmar as the upper Mekong riparians cooperate with MRC in terms of dialogue, data and information sharing, technical exchanges and joint assessments and studies. (Text China and Myanmar)
13. With over 20 years of experience, the MRC is recognized globally as one of the most established and functioning international river basin organizations. The organization has won the prestigious International River Prize for excellence in river basin management from the International River Foundation. (Text: MRC globally recognized)
14. We have partners from the region and around the world.

Subtitle

15. Cambodia PM (select one quote only)

- I would like to reiterate Cambodia's commitment in working together with all Mekong riparian countries and other Mekong partners in strengthening regional cooperation and partnership for the sustainable development and growth in the Mekong River Basin.

16. Lao PM (select one quote only)

- I would like to reaffirm the Lao PDR's readiness to continue efforts to fulfill our obligations and commitment together with other MRC member countries. This good tradition of cooperation will enable us to continue working together to sustainably utilise the Mekong River basin in the coming years in order to make the Mekong River truly a river of peace, friendship and cooperation.

17. Thai PM (select one quote only)

- Thailand is ready to provide its support to the MRC's member Countries in managing water resources and related resources for a Mekong Basin that is prosperous and sustainable.

18. Vietnamese PM (select one quote only)

- The MRC has recorded a range of important achievements, testifying the long-term value of the 1995 Mekong Agreement and the role of the MRC as the unique regional institution with the function of setting legal framework and technical guidance to promote the sustainable utilization, conservation and management of the Mekong water resources.

19. Slogan: One Mekong, One Spirit

20. Logo with Mekong River Commission

Annex 2

Brief content of the rock blasting video

The video should start with some of the introduction about the Navigation on upstream Mekong river and navigation channel improvement measures.

This must be in the rocky channel up north Lao and Thailand to illustrate the difficult condition for the navigation. The issue of “vessels and boats” is then raised. It is reported that on the Mekong banks bigger and bigger vessels are being constructed. Actually, a number of big luxury passenger vessels are already operational and need a safe passage for the tourism business.

There are some solutions to benefit the safety of the vessels and boats such as the GPS atlas that the MRC-S has issued a few years ago. In the future they will even benefit more from the impounded stretches which will flood a great number of rapids over several meters of water. There should be some scene to illustrate these solutions.

However, they are not enough. The channels should be deepened and widened too. There are methods to do this. It can be cheap and fast as rock blasting with explosive material but for the Mekong what we are doing and proposing to do it in a sustainable way to protect the environment and the river habit by cutting the rock and dredging. This should be illustrated by collecting and showing the footage from rock blasting and/or rock removal/dredging, or filming.

The target of the video is to make clear the difference between blasting the whole Mekong river and channel improvement by rock removal and dredging.