Procurement Reference No. AZE/CQS-9

Activity 5.2

TERMS OF REFERENCE

Preparation of a short video about forestry

a) Initial Project Information

The European Union (EU) funded “European Neighborhood and Partnership Instrument (ENPI) East Countries Forest Law Enforcement and Governance (FLEG) II Program” (the “Program”) is aimed to support the participating countries strengthen forest governance through enhancing their forest policy, legislation and institutional arrangements, and implementing sustainable forest management models on a pilot basis. The Program will be implemented in seven countries of the EU’s European Neighborhood and Partnership Instrument (ENPI) East region: Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine, and the Russian Federation. The Program builds on initiatives undertaken under the first EU funded FLEG Program. It will be carried out over a four-year period, with end disbursement date of June 30, 2017. The Program is supported by the European Commission contributing to a single-donor trust fund administered by the World Bank (WB). Implementation of the Program is led by the WB, working in partnership with the International Union for Conservation of Nature (IUCN) and the World Wide Fund for Nature (WWF). The Program has three Development Objectives:

1) To make progress implementing the 2005 St. Petersburg FLEG Ministerial Declaration in the participating countries and support the participating countries commit to a time-bound action plan to ensure its implementation and follow-up activities (regional level).
2) To review or revise (or establish a time-bound action plan to review or revise) forest sector policies and legal and administrative structures; improve knowledge of and support for sustainable forest management and good forest governance (including the impact of related EU regulations) in the participating countries (national level).
3) To test and demonstrate best practices for sustainable forest management and the feasibility of improved forest governance practices at the field-level on a pilot basis in all participating countries (sub-national level).
Main Program activities to be conducted by WWF in Azerbaijan will involve the evaluation of the forest biodiversity and ecosystem functions (scoping study level), exploration of the forest certification potential in the country, promoting sustainable forest management planning and awareness raising of the stakeholders about the importance of sustainable forest management and the roles of the FLEGT II program in this respect. Conduct awareness raising activities for the general public, increase the level of involvement of local NGO and communities in forestry activities is one of the important components of the Program.

b) Objectives

The objective of this assignment is to prepare a short video to raise awareness in general public about biodiversity and ecosystem functions of Azerbaijani forests and importance of sustainable forest management. The video should be subsequently uploaded to the WWF and FLEGT II websites and distributed through internet.

c) Scope of Services

The consultant should (i) plan, (ii) shoot, (iii) edit and (iv) finalize the video product within the given time. The video material should clearly demonstrate 1. biodiversity and ecosystem functions of Azerbaijani forests and 2. importance of sustainable forest management. Target group should be Azerbaijan citizens, especially those who depend or connected with forestry area.

The duration of the assignment is approximately 50 working days within the period of four calendar months. Work will start in mid-February 2015.

Video material must be prepared in accordance with EU Visibility Guidelines (https://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf) and FLEGT II communication strategy including FLEGT II Communications Procedures and Guide Book on visibility of the FLEGT II communications products. Any political issues need to be avoided.

d) Producing and Approval Procedures

The consultant should send a plan to WWF Azerbaijan within approximately 20 days from the beginning of the assignment. The plan should describe technical specifications, the flow of
content and design, how the video will be shot, edited and finalized, including a tentative schedule for all activities in short given amount of time. The Final Draft of the Video will be prepared within approximately two calendar months from the beginning of the assignment. All of these products should be sent to Konul Ahmadova, Project Coordinator WWF Azerbaijan (kahmadova@wwfcaucasus.org).

WWF Azerbaijan will provide feedback to the consultant within five working days after receiving each product. If no response is received by the consultant after the expiration of this period, the product will be deemed as accepted, unless a written request is provided to allow for a few more days for the revision. The comments and requests for further information/corrections should be addressed by the consultant in a timely manner. After the satisfaction of WWF Azerbaijan with the quality of the products (clearly expressed in a written form), the consultant may complete the remaining parts of the work. Only after the formal acceptance of the Final Product by WWF Azerbaijan (by signing the acceptance form by both parties) can be considered as completed.

e) **WWF’s Input**

WWF Azerbaijan will provide all information available at their office, which might be useful for the completion of this assignment, free of charge, including the FLEG II communications strategy related documents. WWF will assist the consultant in organizing his/her travel to forestry area if there is need. In addition, WWF Azerbaijan will assist in organizing and will fully cover the costs of the travel to forestry area.

f) **Institutional Arrangements**

WWF Azerbaijan (represented by Konul Ahmadova, Project Coordinator) will be responsible for coordinating the consultant’s work. The consultant is directly accountable to WWF Azerbaijan and should send all applicable products to the latter. WWF Azerbaijan is authorized to evaluate the consultant’s products and either accept them or require further updates.

g) **Qualification Requirements for the Consultant**

- University degree or equivalent in cinema, communication or social sciences
- Extent of experience in the field of video/film production
- Working experience in the preparation of short video clips in the field of environment would be an asset
- Availability of good production equipment and facilities (for full HD quality outputs)
• Commitment to delegate a capable team of at least 3 members: creative director, cameraman/video specialist and copywriter
• Working knowledge of Azerbaijan; ability to communicate in English would be an asset.