Procurement Reference No. AZE/ IC-13
Activity 5.2
Date: December 10, 2015

TERMS OF REFERENCE

Preparation of A Short Video about Forest Certification and role of consumers to save unique forests

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 FLEG2 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

Certification of forest products both timber and non-timber is internationally renowned market-based tool used for achieving sustainable forest management. The objective of this assignment is to prepare a short video about Sustainable Forest Management certification and role of consumers to save unique forests, meaning to clearly demonstrate why certification of forest products (timber and non-timber) is important, how it connected with sustainable forest management and what is role of consumers. Target group should be general public.

The video should be subsequently uploaded to the WWF and FLEG II websites and distributed through internet.

c) Scope of Services

The Consultant should (i) plan for the video production, (ii) shoot and (iii) finalize the video product within the given time.

The duration of the assignment is estimated at approximately 30 working days within the period of two calendar months. Work is expected to start in mid-January 2016. The language of video material should be Azerbaijan language and English subtitling need to be provided.

The duration of the video should not be more than 3 minutes.

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 FLEG II communication strategy including FLEG II Communications Procedures and Guide Book on visibility of the FLEG II communications products. Any political issues need to be avoided.

d) Producing and Approval Procedures

The Consultant should send:

I. First Interim Report, consisting of a plan for the video production to WWF Azerbaijan (the Client) within approximately 10 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.

II. Second Interim Report, consisting of the Draft of the Video will be prepared within approximately one calendar months from the beginning of the assignment, and submitted for Client’s review.

III. Final Report, consisting of the Final Video, which will include all Client’s review results.

All of these reports 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 Report. If no response is received by the Consultant after the expiration of this period, the Report 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 Reports the Consultant may complete the remaining parts of the work. Only after the formal acceptance (expressed in a written form) of the Final Report 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 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 Reports to the latter. WWF Azerbaijan is authorized to evaluate the Consultant’s Reports and either accept them or require further updates.

g) Qualification Requirements for the Consultant

- University degree or equivalent in cinema, communication or social sciences
- 5 years of experience in the field of video/film production
- 5 years of 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)
- Working knowledge of Azerbaijan; ability to communicate in English would be an asset.