Procurement reference No. MD/CQS-6
Date: February 1, 2016, revised February 9

Terms of Reference
FLEG storytelling
(short films within each country on the national and regional FLEG activities)

1) Background
The Forest Law Enforcement and Governance (FLEG) II Program\(^1\) is carried out over a four-year period (2012-2016), and focuses on improving forest governance in seven countries that are included in the European Union’s European Neighborhood and Partnership Instrument\(^2\) (ENPI) East region: Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine, and the Russian Federation. The Program builds on and further develops initiatives and activities undertaken during the implementation of the first EU funded FLEG Program (2008-2012).

The Program is supported by the European Union contributing to a trust fund administered by the World Bank (WB). The implementation of the Program is led by the World Bank, in partnership with the International Union for Conservation of Nature (IUCN) and the World Wide Fund for Nature (WWF), and in close coordination with governmental and non-governmental stakeholders of the participating countries.

The vision for the end of the Program (December 2016) is that the participating countries have clear sector policies and implementation capacity to fight against illegal logging and associated trade, take into account the full social, environmental and economic value of forests, have state-of-the-art forest sector laws in place, and have modern forest sector institutions.

The three specific Program Development Objectives are to:

i. make progress in the implementation of the 2005 St. Petersburg FLEG Ministerial Declaration in the participating countries and support the participating countries in committing to a time-bound action plan to ensure its implementation and follow-up activities on a regional level;

ii. review or revise (or establish a time-bound action plan to review or revise) forest sector policies and legal and administrative structures; improve knowledge and support of sustainable forest management and good forest governance (including the impact of related EU regulations) in the participating countries (national level);

iii. 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).

The Program supports the participating countries in strengthening forest governance through improving the implementation of relevant international processes, enhancing their forest policy,

\(^1\) http://enpi-fleg.org/
\(^2\) http://www.enpi-info.eu/
legislation and institutional arrangements, and developing, testing and evaluating sustainable forest management models at the local level on a pilot basis for future replication.

2) Objectives

WWF (hereinafter the Client) is looking to hire a Consultant to fulfill the present assignment with the objective to produce 7 short videos (one in each FLEG II countries) about the impact of FLEG II Program on saving forests and promoting sustainable forest management, by telling the life stories of the beneficiaries of the Program, in a format that is appealing to the general public and has a potential for collecting views and likes on Youtube and social media.

3) Scope of services

The Consultant should:

(i) plan for the video production: finalize 7 scripts based on the information and general plot line provided by WWF (based on the discussion with FLEG II Communication Coordinators team - CCT); plan and arrange the trips to 7 countries; obtain all necessary technical equipment;
(ii) shoot the videos; produce good quality photos of the heroes (portrait and in action)
(iii) finalize the video product: edit the video material to produce 7 engaging video stories, of about 5 min each; translate and voice/subtitle the videos (the videos should be produced both in English and Russian languages).

The videos will be shoot in one of the project language (English or Russian), while for the other language the Consultant will ensure translation (i.e. if the local hero interviewed, will be a Russian speaking person, in such situation the Consultant shall ensure the English subtitling). Afterwards, the FLEG II CCT will provide the local language translation, to be added as second choice for subtitle (Youtube provides option of selecting the subtitles, where are available different languages).

Timeline: the videos are expected to be produced between March and September 2016; the first video is foreseen to come out no later than mid April, the fourth video no later than end of June, and the seventh video no later than end of September.

The videos must be prepared in accordance with the EU Visibility Guidelines, FLEG II Communication and Visibility Plan, FLEG II Communications Procedures and Guidebook on visibility of the FLEG II communications products. Mention of any international political conflicts should be avoided.

4) Reporting and Approval Procedures

Reporting of the Consultant will be toward the Client FLEG II Coordinator, Mrs. Antoanela Costea (acostea@wwfdcp.ro), which will be responsible as well with the acceptance and approval of the Consultant outcomes. The FLEG II Coordinator will provide feedback to the consultant within 5 (five) working days after receiving each outcome (to be sent through email).

The work outcomes/deliverables of the Consultant will be the 7 videos. Before finalizing, each video should be submitted to the Client in its final draft version, and no less than one week should be given for review (on expiration of this period, if no reply is received by the Consultant, then deliverables will be deemed as accepted).

After achieving the quality of the intermediary videos satisfactory to the Client, the consultant may complete the remaining parts of the work. Only after Client’s formal acceptance (by signing the
acceptance form), the assignment can be considered as completed.

A time-based contract is expected to be signed between the Client and the Consultant, in which the overall price includes the remuneration of the personnel (based on time-based rates of remuneration per time-unit) and reimbursement of planned expenses (based on prices for an expenditure item).

5) WWF’s Input (including FLEG II Communication team)

Client’s FLEG II Coordinator will coordinate the execution of the assignment.

WWF will provide the following assistance:

- Provide all necessary background information and overall plot lines for the 7 stories
- Provide all FLEG II and EU communications and brand guidebooks
- Contact the heroes (which will be chosen to be at least English or Russian speaker) and arrange the video shooting
- Assist the Consultant in organizing the travel to the shooting location
- Work closely with the crew and support coordination
- Provide photos of heroes and shooting location in advance
- Whenever possible, the local coordinator will accompany the crew during the travel
- Provide translation, as necessary, for the video subtitles.

6) Consultant’s Input

The Consultant will perform the services using its own resources and equipment, necessary to create the videos. The responsibility of licenses for software/programs used is with the Consultant. However, the Consultant may request additional data and assistance from the Client on the issues related to the fulfillment of the assignment.

7) Qualification Requirements for Consultants and Key Specialists

- At least 2 years experience in the field of video/film production (a portfolio should be provided)
- At least 1 year experience working in FLEG II countries (not necessary in all of them but especially within the FLEG II region)
- Professional language skills: writing and reviewing in English and Russian
- Experience in the interview format.