

Terms of Reference

On

Documentary Film Coverage to communicate the impact of SECO Project in Central Asia

1. Introduction

Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in developing countries.

Fairtrade's approach enables farmers and workers to have more control over their lives and decide how to invest in their future.

As a leader in the global movement to make trade fair, Fairtrade supports and challenges businesses and governments and connects farmers and workers with the people who buy their products.

Fairtrade NAPP is the producer network of Fairtrade International which supports and empowers Fairtrade certified farmers and workers across the Asia Pacific region. The producers share a 50% ownership of the Fairtrade system and have an equal voice in all decisions that affect them. Currently NAPP has 300+ Producer Organizations across 21 countries in Asia and Pacific Region supporting more than 260000 farmers and workers. Fairtrade strengthens the position of farmers and workers in the value chain. By offering an alternative approach to trade, NAPP supports producers in securing better markets, contributing to greater sustainable development in Asia Pacific region under Fairtrade – Network of Asia and Pacific Producers (NAPP).

2. Objective of the work

To produce a documentary movie that captures the overall aspect the mini Sewing Factory funded by the SECO **Project**, its story, work, impact etc and videos of Producers' stories that communicates the impact in the lives of beneficiaries covered under this Project.

The videos will be used to promote the SECO Project under the following concept:

- Sustainable Partnership (Partnerships in Action) SDG 17 with focus on Partnership between Max Havelaar Switzerland, NAPP and SPO
- Women Empowerment and Support Program
- Additional Source of income and Livelihood Project for women cotton farmer
- Community Health and Safety Measures during COVID 19 (stitching masks)

3. Scope of work

The consultant/ Vendor will take overall responsibility of developing pre-shoot scripts, identifying main story characters (with the support of NAPP), taking videos, information collection, preparation, creative designing and editing of the documentary. The consultant will receive other information for the documentary through Fairtrade NAPP.

The consultant will share raw video of the documentary and incorporate all the feedbacks provided by FT NAPP. The documentary should be beneficiaries driven, motivational, told mainly from the perspective of the beneficiaries (farmers and workers), with interviews and inputs from managements, trader and local communities.

The entire film production i.e., writing, filming, editing, voicing/narration etc. should be done by the videographer. The entire development and production process will be closely monitored by FT NAPP office providing continuous review, comments and inputs support when needed.

Raw footages shall be non-edited, individual files with interviews, primary action, and b-roll. No post-editing will be made by the videographer.

The First draft of the documentary script and storytelling should be provided to NAPP within 21 days after signing of the contract.

4. Deliverables/Expected outputs

1. The Vendor will produce at least Twenty-five (25) high resolution photographs and a HD video of about 08 Minutes with background voice and music
 - a) Video shooting and editing;
 - b) Narration, translation and subtitles in English where necessary;
 - c) Script development;
 - d) Full usage rights for music (or music for which copyright has been granted);
 - e) One fully-produced clip of approximately 08 minutes in length in 1080p (HD) resolution aimed at sharing with national audience including government institutions, NFO's, Donors, local stakeholders, local communities as well as an international audience.

4.1 Report

A detailed report on all photography and filming locations (GPS points), including names and contact details of all individuals photographed or that will appear on film. The report must include at least 06-07 powerful statements by cotton farmers (namely women and youth) producer members to be used in reports and fact sheets.

4.2 Images:

Strong still-life portraits with bold lighting for good colour of individuals

Action shots of beneficiaries (working in SECO funded sewing project)

All images should be front facing with faces of subjects clearly shown.

Mandatory to capture only images of farmers and workers with proper COVID 19 protective materials (face mask, gloves or face shield)

All Image Size (1920*1080 pixel) mandatory whether in landscape mode or portrait mode.

5. Eligibility/Qualification of Vendors

The Vendor (s) should have:

- Minimum of five years of experience in the area of documentary production, directing and editing.
- Access of high-quality filming, light, sound and editing equipment.
- Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism.
- Ability to communicate and conduct interviews in Kannada and English
- Track record of successful materials filmed in the region and /or on similar topics would be an asset.

6. Copyright and Intellectual Property Rights

In consideration of the amount paid, the Vendor agrees to sign Confidentiality agreement and copyright / videography agreement while executing this contract.

The Vendor may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works.

7. Payment Schedule

Payments will be made in two instalments:

30% after delivery of work plan, shooting schedule and scripts;

70% after delivery and approval of high-resolution photographs and upon the final approval of the documentary film by the NAPP COO and Marcomms.

Applications

All applicants must meet the minimum requirements described above. Only short-listed vendors will be contacted.

Each application should include the following:

Cover letter with the applicant's current contact information including

- Financial proposal/detailed budget of the project;
- Details of Vendor and professional experience
- Samples of recent similar assignments (If any): online portfolios and links to video work/documentaries;

The application should be emailed to anu.rai@fairtradenapp.org on or before the deadline of 15th October 2021

8. Budget

A budget of maximum **3000 Euros** is invested for the given activity. **Break up given below**

| Particular | Estimated Budget |
|---|-------------------|
| Travel and Accommodation | 600 Euro |
| Film Scripting, Editing, Narrating, Voice Overs, Translation, Directing, Equipment Hiring, Other Technicalities | 2000 Euro |
| Photography, Hard Drive Purchase and other Miscellaneous Cost | 400 Euro |
| | |
| Total | 3000 Euros |