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## **ANNEX1: TERMS OF REFERENCE** *(ver 29.05.2017)*

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### **Production of Video entitled “CF for Poverty Reduction”**

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29 May 2017

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## 1. Background

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The third phase of the Participatory Forest Management Project (PFMP III) started in September 2013. The project supports the further development and consolidation of community forestry (CF) in Bhutan. The project is co-implemented by the Social and Extension Forestry Division (SFED) of the Department of Forests and Park Services (DoFPS, MoAF) and HELVETAS Swiss Intercooperation (hereinafter referred to as HELVETAS) Bhutan and funded by the Swiss Agency for Development and Cooperation (SDC).

SDC as the donor and the implementation partners of PFMP III agreed on a non-cost extension of PFMP III of ten months (September 2016-June 2017). The work plan focuses on value chain work on a few selected NWFPs and timber from CFs, good governance and poverty reduction in CFMGs, gender, deepening the work of established CF networks and on monitoring of the CF programme and learning from its implementation. The consolidation of the CF approach developed in Bhutan and continuing the capitalisation on the experience gained with CF in Bhutan over the past two decades are equally important objectives of the extension of PFMP III.

Majority of the elaborated activities in the 10-month work plan have been implemented or are under progress except for the production of a few briefing papers and short videos as first knowledge products (capitalisation). The process was initiated with a concept note shared by HELVETAS with SFED and Dr. Kaspar Schmidt in mid-March 2017. The process was further concretized in April 2017 when HELVETAS and SFED agreed on producing 3 knowledge products (capitalisation of experience) with an agreed timeline. The team decided to produce 2 briefing papers and 1 short video as listed below.

- 1) Briefing paper on “CF for poverty reduction”
- 2) Video on “CF for poverty reduction”
- 3) Briefing paper on “CF and local democratisation”

While the briefing papers (1 and 3) will be developed in-house by HELVETAS and SFED, the video production will be outsourced to national professional multimedia firms with supervision and content inputs from SFED. The meeting on 25.05.2017 between HELVETAS and SFED resolved that the expression of interest (EoI) for this assignment should be advertised via print and social media on 30.05.2017 with the last date of EoI submission by 08.06.2017 followed by evaluation and awarding of the work on the same day.

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## 2. Objectives and scope of the Consultancy Service

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The “CF for Poverty Reduction” video will be produced with the following objectives;

1. To document experiences and practices of CFMGs for peer learning;
2. To develop a ready-to-use awareness knowledge product;
3. To trigger pro-poor actions by the community forest management groups (CFMGs) and non-wood forest products (NWFP) groups to take up recommended best practices, include pro-poor provisions in their by-laws,;
4. To enable key stakeholders to share documented information about the “CF for Poverty Reduction” to LG representatives, policy makers, partners and potential donors; and
5. To profile CF at every possible strategic gathering.

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### 3. Duties and Responsibilities of the consultant

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Under the overall supervision of the HELKETAS and SFED, the Consultant will undertake the given assignment based on the concepts content inputs given. The consultant will carry out the following tasks:

1. Production of a high quality Video on "CF for poverty reduction" a) 15 minutes for mainstream television broadcast b) max 4 minutes summary for social media based on the draft story line (see Annex 1).
2. Provide broadcast quality camera, tripod and external microphone and camera person for field trips, events, interviews and other events;
3. Travel to project sites for collection of evidences as per the draft story line by HELKETAS and SFED;
4. Editing of the video;
5. Be available for any ad-hoc and emergent video shootings in the process of production; and
6. Ensure smooth and high-quality production (video production staff, owner of its own video production studio or a documented proof of an access to a rented video studio).

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### 4. Working Methodology

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1. Interview with Director, DoFPS, MoAF, identified CFMG executive members, LG members (*Gup, Tshogpa, Mangmi*), disadvantaged women members and Forestry officials.
2. Take videos of resources - houses, labour contribution, loan schemes, support to school going children of poor communities and others assets.
3. Use related CF video archives available with SFED and Information and Communication Section (ICS) of MoAF to complement 1 and 2.

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### 5. Deliverables

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Video of CF (called the "CF for poverty reduction") in Dzongkha with English sub titles (duration maximum 15) - 2 Master copies.

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### 6. Qualifications

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1. National Firms with expertise in Film/Media Production.
2. At least 5 years of proven successful experience in mass media;
3. Extensive experience in developing videos and documentaries;
4. Have all necessary equipment to undertake the assignment;
5. Excellent technical capacities to ensure smooth and high-quality production (video production staff, owner of its own video production studio or a documented proof of an access to a rented video studio); and
6. Preference will be given to consultants with similar productions in the past. Two copies of produced videos (on DVD) must be furnished as evidence.

**Important Note: HELKETAS and SFED WILL NOT PROVIDE EQUIPMENT** for this assignment. The firm is responsible for arranging his/her own high resolution state of the art digital camera/equipment (refer no. 4).

## 7. Criteria for Evaluation of Proposal

Only those applications which are responsive and compliant will be evaluated. Offers will be evaluated according to the Combined Scoring method – where the necessary expertise and experience on similar assignments will be weighted at 70% and the price proposal will be weighted at 30% of the total scoring. The applicant receiving the Highest Combined Score will be awarded the contract.

The details of selection are as follows:

Criteria	Weight (%)	Max. Point
Technical	70	Technical
<ul style="list-style-type: none"> <li>• Demonstrated expertise in videography based on evidence</li> <li>• Description of approach to work/technical proposal/methodology</li> <li>• At least 5 years of relevant working experience in professional videography;</li> <li>• Good communication skills in Dzongkha and English</li> <li>• Evidence of high level of creativity and initiative</li> </ul>		25
		20
		10
		10
		5
<b>Sub-total A. (Technical)</b>		70
Financial	30	30
<b>Sub-Total B.(Financial)</b>		30
<b>Total (A+B)</b>		<b>100</b>

## 8. Payment Terms

The selected firm will be paid 30% of the professional fees and all logistic and travel costs at the time of signing contract. The balance amount will be paid upon submission of the final product.

## 9. Time frame of the production

The consultancy work will be 45 days till end of July 2017 (refer Annex 1), including visits to the various project sites. HELVETAS and SFED will determine the exact travel dates for the field visits based on the information available in the SFED and HELVETAS archive.

## 10. Programme Schedule (to be proposed by bidders)

Date	Activity	Number of days

Date	Activity	Number of days
	<i>Total</i>	

**11. Logistics**

All logistics support for the in-country mission will be provided by HELVETAS and field supervision, programming and quality monitoring will be done by SFED.

**12. Reporting / debriefing**

Towards 2nd week of July, the firm should share a copy of the draft video for review by HELVETAS and SFED. Feedback, comments and suggestions from the review will be shared with the firm.

**13. Copyright**

HELVETAS will have exclusive rights on the video after production including the right to copy, distribute and adapt the work.

## Annex 1: Draft Story Line

Element	Content	Approx. time
1. Title	Community forestry: a means to reduce poverty and improve people's livelihoods in Bhutan	0.5 min
2. Introduction	Short interview with Director DoFPS: summary of CF policy, important that CF contributes to poverty reduction: Preconditions: income generation and CFMGs addressing distributional issues to ensure equity in sharing of costs and benefits within their groups (taking pro-poor action).	1 min
3. Current situation, challenges, solutions to address challenges	Story told by a CFMG executive committee member, ideally by a woman, on discussion on poverty reduction in their group, challenges and solution found by the group, different opinions amongst CMFG members about introducing explicit pro-poor provisions and measures, experience with implementation of pro-poor provisions and actions.	2 min
	Same story/account from the side of the beneficiary/recipient: female member of the same group from a disadvantaged/poor household that has benefited from pro-poor actions taken by the CFMG. How has the family/household benefited? How is this affecting their lives and opportunities, now and in future?	2 min
	Complementary accounts from other poor beneficiaries giving examples of benefits targeted at disadvantaged/poor households: -) timber for house construction; -) disaster support (in kind, financial, community labour etc.) -) loan for poor households at special, more favourable conditions; -) support to education; -) support to elderly; -) reduced requirements for poor households with labour shortage in terms of labour contribution to group activities to reduce transaction costs for poor/disadvantaged households; -) other examples? Form: <ul style="list-style-type: none"> <li>• If possible with pictures footage allowing a "before-after" comparison (e.g. previously only a very small, very modest house, now a solid, albeit still rather small house thanks to construction timber supplied by the CFMG).</li> <li>• Examples either told beneficiaries themselves to by voice-over accompanying corresponding footage / pictures.</li> </ul>	3.5 min

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	<ul style="list-style-type: none"> <li>• Ask producer for advice on form and how many cuts and changes of informants are recommended;</li> <li>• Stories and examples from all every main region of the country: East, West/Central, South;</li> <li>• Good gender balance of informants: women and men!</li> </ul>	
4. Solutions from different perspectives	<p>Statement by an LG representative who is aware of the issue, potential of CF to contribute to poverty reduction and need to take pro-poor actions.</p> <p>Field forestry extension officer with relevant experience sharing how she/he facilitates discussions in CFMGs about poverty reduction and concrete pro-poor measures</p>	<p>2 min</p> <p>2 min</p>
5. Conclusion by a CFMG executive committee member conveying main messages	<p>Same CFMG executive committee member who shared 1<sup>st</sup> story under “3. Current situation” above. Main messages:</p> <p>-) CF can help to reduce amongst CF member households;</p> <p>-) For effective poverty reduction, group needs to identify disadvantaged/poorer member households and be willing and ready to provide focused support to these (pro-poor provisions, ensure equity – do not mention such abstract concepts);</p> <p>-) Concluding with a direct invitation to the viewers to consider including/implementing pro-poor provisions, actions in their group for the benefit of disadvantaged/poor fellow member households.</p>	2 min
<b>Total time</b>		<b>15 min</b>