

TERMS OF REFERENCE

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| Service's Title | Video production |
| Project Site | Tuan Giao District, Dien Bien Province |
| Duration | Two months, excluding three filming days in Tuan Giao |
| Facilitator | Communications Department |

I. Background

World Vision is a Christian relief and development organization working to create lasting changes in the lives of children, families, and communities living in poverty. World Vision serves all people regardless of religion, race, ethnicity, or gender. As a child-focused organization, World Vision's work focuses on children, ensuring they are protected, and their basic needs are met.

To sustain World Vision's work in Viet Nam, World Vision Viet Nam must continue exploring new funding sources and opportunities in the face of the foreign funding slash to the development efforts in Viet Nam. To do that, World Vision Viet Nam identified **prepositioning for local fundraising** (Objective 5) as one of the 10 strategic priorities in our current 2022-2027 Strategy.

Video has become a powerful marketing tool among the various means and channels devised to preposition World Vision Viet Nam to the public. They provide the organization with an attractive, versatile, and highly shareable medium to reach its targeted audiences. Videos also offer audiences a thorough understanding of World Vision's approach, interventions, and programs implemented in Viet Nam through original visual storytelling.

In FY23, World Vision Viet Nam will be sharing a transformational story that highlights the life-changing and sustainable impact that our timely and holistic intervention has made in the lives of children, families, and communities in Tuan Giao District, Dien Bien Province.

The success story will feature World Vision Viet Nam's integrated approach and persistent effort in overcoming outdated cultural and social norms that prevent ethnic minority children, especially young boys with a disability, from overcoming their insecurity, completing their studies, pursuing their dreams, and deciding their own paths.

To increase public awareness of our work, strengthen our partnerships and improve advocacy efforts, World Vision Viet Nam would like to recruit a **Viet Nam - based consultancy team to produce a high-quality video**. It aims to capture the story of a most vulnerable child (MVC) who benefited from **World Vision Viet Nam's timely, transformational, and integrated intervention, especially in helping him physically survive, pursue education and realize his dream**.

The video will be published on multiple World Vision Internet-based platforms to promote the organization and engage with donors and the public.

II. Objective of the Consultancy Service

The project's overall objective is to produce ONE high-quality and innovative video that highlights World Vision Viet Nam's impact in transforming the life of a child beneficiary. The video will focus mainly on World Vision Viet Nam's persistent effort to help the child pursue education despite significant obstacles brought by financial difficulties, sickness, and outdated cultural and social norms.

III. Specific Tasks for the Consultancy Service Provider

Under the direct supervision of the Communications Team, the service provider will be required to do the following:

- Develop the video's overall concept and scenario.
- Visit the project site and interact with the local staff and communities/beneficiaries whose lives have been transformed by World Vision's interventions.
- Develop the video script and storyboard.
- Perform appropriate video filming and conduct interviews with the selected characters.
- Present draft videos for input.

Note:

- The number of revisions is NOT limited as long as it is reasonable.
- Produce one final video of four-minute long.

IV. Expected Outputs/Deliverables

ONE approximately high-quality 5-minute video, which presents:

- The testimony of the selected former registered children.
- More specifically, the video must include the following:
 - The character's situation before, during, and after World Vision Viet Nam's intervention.
 - The transformation in mindset, attitude, and behavior of the main character, his family members, and the community.
 - The positive impact of the main character's story in influencing the way H'Mong people treat people with disability, and perceive education and the future for children.

V. Required Qualifications and Experience of the Service Provider

The service provider will be required to have the following:

- Extensive experience in producing and development work-related creative communication products for international organizations with the aim of reaching both local and international audiences.
- Strong understanding of World Vision Viet Nam's requirements for the project.
- Excellent technical capacities (state-of-the-art filming equipment, preferably High Definition) to ensure smooth and high-quality production.
- Experience in development communication.
- Ability to propose and execute innovative ideas.
- Ability to adhere to deadlines and flexibility.

VI. Timeline

This consultancy will entail up to **5 days of scouting and filming** and **85 days of editing and reporting**, beginning upon the signature of the contract with World Vision Viet Nam.

All travel and accommodation will be covered by World Vision Viet Nam.

VII. Budget

The approximate budget for this project is USD 6,500.

VIII. Copyright and Intellectual Property Rights

All information pertaining to this project (a.k.a. raw footage) which the service provider may come into contact with in the performance of their duties under this consultancy will remain the property of World Vision Viet Nam, who will have the exclusive rights over their use.

Therefore, considering the fees paid, the service provider must assign all copyright to World Vision Viet Nam from the works they produce during the consultancy.

The consultant may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without written consent from World Vision Viet Nam.

IX. Materials and Equipment

No equipment will be purchased or provided by World Vision Viet Nam. The service provider will provide any equipment needed to complete this assignment.

The service provider must ensure the proper functioning of their equipment before and throughout the filming process.

Notes:

- (1) No per diem is required for the service provider.
- (2) The consultation fee is agreed upon by both World Vision Viet Nam and the service provider. However, the service provider must exclude travel and accommodation expenses, which World Vision Viet Nam will cover.