**TERMS OF REFERENCE**

**for consultant to produce animations about plastic waste reduction in Viet Nam**

1. **Background**

Plastic pollution has grabbed the world’s attention and with its dramatically rapid growth, become one of the biggest environmental challenges of our decade. Currently, plastic has been found where people least expect, including the food we eat, the water we drink, and the environments in which we live.

As a fast-growing country, Vietnam now more than ever is witnessing dangerous environmental issues resulting from intensive economic development, in which plastic waste is a serious one. Vietnam is ranked at the 4th country disproportionately contribute to the problem of marine plastics. The convenience and low price of plastics are the main factors creating consumers’ heavy-plastics habits.

As a leading conservation organization globally, WWF takes the marine plastic issue seriously. The emergency in tackling ocean plastics issues has become a concern for WWF. To address the root cause of the problem, we want to work with the private sector to build pioneer models in plastic reduction. This strategy is the key to WWF’s Viet Nam Plastic Program.

WWF is recruiting a consultant, or a group of consultants (hereinafter called the Contractor) to produce animations about plastic waste reduction in Viet Nam. This animation or series of animations should base on the pilot and characters of WWF’s comic book [Mystery on Big Island](https://vietnam.panda.org/our_news_vn/publications_vn/?uNewsID=363972).

1. **Objective**

Access and share information to children aged 5 – 18 using creative methods, to raise their awareness about plastic pollution, thereby encouraging them to change their behaviors, advocate to reduce the use of single-use plastic products through communication products.

Key messages to convey:

* Single-use plastic products exist for a long time in nature, cannot biodegrade but break into small pieces called microplastic;
* Single-use plastic can affect human health due to plastic toxins released through the air, soil, and water when burned, buried and floating in the ocean;
* Plastics, especially single-use plastic products, when discharged or drifted into the natural environment, can seriously affect the environment and impact marine creatures;
* Waste in general and plastic waste, in particular, should be separated and properly treated to save natural resources, reduce pollution, and save financial resources on transportation and treatment.
* We need to minimize the use of single-use plastic products such as plastic straws, plastic cups, plastic bags (for the above reasons);
* You have the right to live in a clean environment, with a beach free of rubbish, and air without smoke burning plastic.

1. **Scope of work**

* Work closely with WWF staff to develop the concepts for the animation or a series of animations including but not limited to pilot, line scripts, further character development, animation world of the comic; In case the comic requires more than 1 animated adaptation, we will develop as many episodes as budget allows;
* Finalize the scripts and details for the animation or a series of animations;
* Build up background and properties in compliance with WWF’s video specs requirements;
* Produce suitable visual effects and voice over for the animation or the series of animations;
* Provide translation and subtitles for the animation or the series of animations;
* Finalise the deliverables taking into account inputs from WWF following WWF’s brand guidelines for video making.

1. **Copyright & intellectual property**

* WWF-Viet Nam shall have a perpetual, non-exclusive, royalty-free license to use the works, including their modification and/or reproduction, in whole or in part. The consultant agrees and understands that they cannot use the works without obtaining WWF-Viet Nam’s prior written consent.
* The consultant shall irrevocably transfer and assign to WWF-Viet Nam all rights, title, and interest, throughout the world, to the works, including the copyright and patent thereof (for the full terms and extension thereof, in every jurisdiction). The consultant agrees to take whatever steps are necessary to assist WWF-Viet Nam in asserting and protecting such rights.
* All rights and obligations under this section in respect of intellectual property made by the consultant during the term of this commission shall continue in full force and effect after the termination or expiry of this commission and shall be binding upon the consultant’s representative(s).

1. **Timeline**

August to December 2020

1. **Key responsibilities and Deliverables**

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| **No.** | **Activity** | **Expected outputs** | **Deadline** |
| 1. | Develop detailed workplan with specific timeline for specific tasks of the animation making | 01 workplan | 30/8 |
| 2 | Develop animation concepts | 01 package of animation concepts | 30/9 |
| 3 | Develop animation details | 01 package of detailed animations including detailed scripts, characters built, | 30/9 |
| 4. | Post production of the animation | Compress and uncompress files of the master animations | 15/12 |

**7. Qualifications and skills**

* The Contractor must possess at least three years’ experience in designing and producing animations;
* The Contractor must demonstrate that he/she/the company has sufficient professional expertise and manpower to undertake the assignment, in which demonstrates via portfolio, show reel, and awards achieved.

**8. Submission**

All interested consultants should submit portfolio/credentials, initial proposal, and quotation VAT included to [procurement@wwf.org.vn](mailto:procurement@wwf.org.vn) clearly indicating email subject of the tender reference **“Ref. 02.21: “Mystery on Big Island” animation making – BMU project**”. Please kindly note that each email submission may not exceed 25MB in size.

**Deadline for submission is 4PM, 21st Aug 2020, Hanoi time.**

Only short-listed consultants will be contacted.