



for a living planet

WWF-Cambodia

21, Street 322,
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P.O. Box: 2467

Tel: +855 23 218 034

www.wwf.org.kh
wwfcambodia@wwf.org.kh

TERMS OF REFERENCE

Position title: Consultant-Video Production

Supervises: BMZ MAP Project Manager

Location: Based in Phnom Penh and provinces

Introduction

WWF's mission in Cambodia is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. WWF's core values are: Knowledgeable, Optimistic, Determined and Engaging. The WWF-Cambodia programme is part of WWF's regional Greater Mekong Programme operating in Thailand, Laos, Myanmar, Vietnam and Cambodia.

One of the country programs namely the Private Sector Engagement Program is established to promote sustainable land use and responsible investment within the Easter Plains Landscape (EPL). Under this program, there are two main strategies that focus on sustainable commodities to reduce carbon footprints and deforestation caused by irresponsible agricultural practices and investment. The other one is sustainable mining development which intends to foster inclusive and responsible mining practices that benefits all. Currently, the program has one regional project (Cambodia, Myanmar and Thailand) to transform sustainable rubber production funded by the Federal Ministry for Economic Cooperation and Development (BMZ) through Welthungerhilfe (WHH). This project feeds into the sustainable commodities strategy of the program.

This project is called the development of a multi-actor partnership in South-East Asia to promote sustainable agricultural value chains in the rubber sector. In short, it is called the BMZ-MAP project which aims to build a multi-actor partnership (1) to promote transparent, fairer and sustainable rubber supply chains, (2) to promote sustainable rubber production, and (3) to contribute livelihood conditions of smallholder farmers, indigenous peoples and workers. In Cambodia, the project targets in Eastern Plain Landscape (EPL) in Mondulkiri province.

Objective of this assignment:



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To transform sustainable supply chains of the natural rubber production in Cambodia, The extension of Good Agricultural Practices (GAP) on latex harvesting techniques is highly needed among medium and small-scale rubber producer groups. Hereby, WWF-Cambodia is looking for a competent consultant/team to produce short videos of GAP on rubber cultivation techniques for rubber smallholder farmers and other interested stakeholders. The overall purpose of this consultancy is to produce video production to outreach among rubber growers via social media platforms and web portal. It is hoped that this communication material could enhance knowledge and skills of sustainable rubber cultivation techniques among smallholder rubber producers. The assignment will be under the technical guidance of the General Director of Rubber (GDR) and Cambodia Rubber Research Centre (CRRI) and supervision of WWF including discussions on key messages, format and style. The consultant will document activity videos and produce a number of video products to be used by rubber value chain operators particularly rubber growers.

Deliverables:

The consultant must be able to deliver the final versions of the described video products with the specified deadlines outlined as below:

Task	Product	Date(final products)
1. Storyboards for the videos are produced.	A project storyboard consist of the 5 videos	7th May 2021
2. Creative brief and draft script for the videos productions through working closely with the GDR and CRRI	Scripts for the 5 videos	14th May 2021
3. A short video clips of approximately 3-4 minutes each are produced of “Standards of open tapping”, with subtitle in English	A 3-5 minutes video of “Standards of open tapping”, with subtitle in English	4th June 2021



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4. A short video clips of approximately 3-4 minutes each are produced of “tapping management A&B...” subtitle in English	A 3-5 minutes video “tapping management A&B...” subtitle in English	18th June 2021
5. A short video clips of approximately 3-4 minutes each are produced of “Upper tapping, stimulation application” subtitle in English	A 3-5 minutes video “Upper tapping, stimulation application” subtitle in English	2nd July 2021
6. A short video clips of approximately 3-4 minutes each are produced of “Maintenance of mature rubber trees” subtitle in English	3-5 minutes video “Maintenance of mature rubber trees” subtitle in English	16th July 2021
7. Produce a condensed 30-40 second video summary/teaser of the video suitable for social media sharing.	A 30-40 second video	30 July 2021
8. Photography collection of aspects related to: <ul style="list-style-type: none">- Rubber Plantation- Rubber Processing- Rubber Trade- Finish Products- Gender (especially women) in Rubber Chains- Community related activity	A good quality photo album that consists of the described aspects. (at least 5-10 photos of each aspects)	30 July 2021



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- Environmental friendly regarding the rubber cultivation		
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Duration of the Work:

The consultancy shall be conducted during the period of **3 months (3rd May- 31st July 2021)**.

All video products must be consistent with the objective of sustainable natural rubber practices, ensuring that the messages and visuals follow WWF’s guideline and tone of voice while creating impacts for the video production. All the video products including their elements such as visuals, graphics, infographics or creative images created and/or designed must be original and free from copyright infringement. For any working documents and files received from WWF to serve the purposes of the video products, the consultant must not disclose such documents or files to any third party unless permitted by WWF in writing. The consultant must provide the original and editable project files to WWF for future uses at WWF’s discretion. Only WWF shall hold the sole ownership of these video products and all the elements used in the videos.

Criteria:

This consultancy is open for Cambodian candidates who are skillful in videography photography and are passionate about making impacts of conservation work through the use of creativity in videography, photography and/or related visual storytelling.

- Good understanding of journalism, storytelling, media and/or communications;
- Good knowledge about creative work and visual arts which include videography and/or photography work;
- Proven experiences and good portfolios in video editing and production;
- Proficient in media editing applications such as Adobe Premiere, After Effects, Illustrator, Photoshop, Lightroom and Final Cut Pro;
- Proficient in Khmer and English languages, especially in writing;
- Be able to deliver results within tight timeline;
- Be responsive to constructive feedback and inputs into improving the quality of the deliverables;



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- Excellent technical capacities (state of the art filming equipment preferably High Definition) to ensure smooth and high quality production
- Experience in development communication.
- Active, fast learner and highly committed individual;
- Willingness to take initiative and challenges;
- Good interpersonal, communications skill and positive attitude (patient, reliable, hardworking).

How to apply:

Please send your CV and portfolios of similar project deliverables along with your proposed budget to WWF via email: jobwwfcam@wwf.org.kh by **18th April 2021**. Please state “Consultant-Video Production” in the subject box of your email. Only shortlisted candidates will be contacted. As the volume of received applications can be overwhelming, WWF reserves the rights not to respond to individual inquiries related to this application process.

WWF Focus:

- Acts as a member of One WWF, placing higher priority on WWF’s goals than own goals and anticipating the effects of own area’s actions on others to ensure holistic WWF outcomes.
- Demonstrates WWF behaviours in way of working: Strive for Impact, Listen Deeply, Collaborate Openly, and Innovate Fearlessly;
- Adheres to WWF’s values, which are: Knowledgeable, Optimistic, Determined and Engaging

WWF is an equal opportunity employer committed to a diverse workforce. Women, Ethnic Minorities and people with Disabilities are strongly encouraged to apply and will be considered regardless of the requirements of the position.

We do not tolerate sexual misconduct within or outside of work and imbed child protection in all the work we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment. We only recruit people who are suitable to work with other staff and communities. We will use the reference process to ensure potential new staff understand and are aligned with our expectation.