**TERMS OF REFERENCE**

**Producing a short video on greening the Viet Nam’s textile sector**

**1. Background information**

The textile sector is one of the key drivers of Viet Nam’s economy. As a top exporter, the sector accounts for 15% of the country’s total exports and is valued at $39 billion USD as of 2019. It is also a heavy energy user and abstractor and polluter of water, as sections of its supply chain Viet Nam require significant water for wet processing. This in turn generates highly polluted wastewater from chemical dying, and consume large amounts of energy to boil water and to run machinery. This sector aims to transform its current reputation from being “low cost and environmentally harmful Viet Nam” to being “sustainably ‘Made in Viet Nam,’” in order to attract further foreign investment and gain a competitive business edge in the global market.

Sponsored by SDC, HSBC, and Tommy Hilfiger, WWF is working with the national partners, including Ministry of Industry and Trade (MOIT), Viet Nam Textile and Apparel Association (VITAS), Vietnam Chamber of Commerce and Industry (VCCI), along with other sectoral and international partners, to transform the textile sector in Viet Nam. By engaging textile and garment producers on sectoral and environmental governances, WWF hopes to bring social, economic, and conservation benefits to the country and the entire Mekong region.

In Viet Nam, we have seen companies that are adapting technology and strive for cleaner production processes. These models need to be known and inspire other companies in the sector to follow. Hence, WWF and its partner, VITAS, is looking for a competent consultant (or company) to produce a short film to capture best practices of textile company in water and energy usage.

**2. Scope of Works:**

* Study the film brief provided by WWF and the organisation’s brand guidelines and film styles;
* Propose 01 film concept with a production script and storyboard *(please see the annex below)*;
* Write, edit and revise scripts/story outlines/storyboard of the videos in close collaboration with WWF-Vietnam and VITAS;
* Develop a shooting schedule and outline of the video production in consultation with WWF and VITAS;
* Conduct audio/video recording on locations in close cooperation with WWF and VITAS.
* Location: Thai Binh province; Thai Nguyen province; Dong Nai; Binh Duong;
* Edit and finalize video clips in close collaboration with WWF and VITAS, including subtitles and title sequences, soundtrack, editing of English narration audio.

**3. Deliverables:**

The consultant is expected to deliver:

* 1 short video (4 to 5 minutes) for inspiring the textile and fashion supply chain *on green transformation* (provisional title)
* Language: 01 copy with voiceover in Vietnamese and subtitle in English
* B-roll footage (raw video roll + time-coded shoot lists)

*Notes*

* The storyboards, script, voice over selection and the final version of the video need to be submitted to WWF for revision, feedback and approval;
* All raw footages and photos generated under this project need to be submitted to WWF and VITAS within 10 days of completing the shoot in the field;

**4. Timeline:** Oct- November, 2020

**5. Budget: Maximum $3000**

**6. Qualifications:**

* Proven experience in producing video productions with non-government organizations, preferably environmental conservation;
* Demonstrate attractive professional portfolio and broadcast industry standard quality;
* Well equipped with professional grade audio visual recording equipment, necessary for the project (i.e. underwater filming and flycam use);
* Proven post production experience in editing, sound design and motion graphics;
* Adhere to the communication requirements of WWF;
* Ability to provide legal tax invoices in Viet Nam;
* Competent to produce and edit in Vietnamese and English;
* A creative, passionate storyteller;
* Good understanding of new and evolving technologies and digital platforms

**6. How to apply**

Interested candidate can submit to Ms. Ngan: [ngan.nguyenphuong@wwf.org.vn](mailto:ngan.nguyenphuong@wwf.org.vn) no later than 4th October, 2020 with the Email subject: Textile film proposal and following documents:

**- Porfolio** of the consultant/company with CVs of crew members that would be involved in the project; and your previous productions;

**- Film concept** with clear indication of story arc and visualisation

**- Production time line**

**- Finanical estimated breakdown**

*Note:* film concept could be developed in either English or Vietnamese

**ANNEX**

**Greening Textile Film Brief**

**RESEARCH AND BACKGROUND:**

- <http://tapchicongthuong.vn/bai-viet/uu-tien-phat-trien-cong-nghe-sach-nganh-det-nhuom-viet-nam-70444.htm>

<https://vietnam.panda.org/our_work_vn/freshwater_vn/det_may/>

<http://scp.gov.vn/tin-tuc/t10620/dinh-huong-uu-tien-phat-trien-cong-nghe-sach-than-thien-voi-moi-truong-trong-nganh-det-nhuom-va-giay-bot-giay.html>

https://www.nature.com/articles/s43017-020-0039-9

<http://scp.gov.vn/tin-tuc/t11179/huong-toi-giam-phat-thai-hoa-chat-doc-hai-trong-doanh-nghiep-det-may.html>

**TARGET AUDIENCES:**

1. Learn from best *greening textile practices*: Textile and Apparel manufacturers in Vietnam;
2. Secondary: relevant authorities like MOIT, MONRE, MPI
3. Third : WWF partners, donors and supporters.

**COMMUNICATION OBJECTIVES:**

**1. Overall Communication Objectives (WWF)**

* **Build awareness and understanding** among textile and garment producers of available good water and energy saving practices adopted by their peers
* **Inspire the green transformation by** showing business cases, benefits and rewards from adoption of good practices
* **Encourage public and private stakeholders (brands, government)** to joint effort and create enabling environment for upscaling good practices in the textile and garment sector.

**2. Why we film about resource efficiency practices?**

Consumption volume of different resources: water, energy and chemicals for textile and garment production are correlated. Thus, a resource efficiency program has to address all the production resources at the same time. Also, as different processes in the textile and garment take place in separate facilities, the filming needs to be conducted at different facilities. The sequence of production stages will be reflected in the film flow, making it a logic and holistic picture of green production. As our targeted audience are SMEs, we look out for similar category of factories in order to best inspire peers’ actions.

**3. Key messages:**

**a) Adoption of resource-saving practice is a key solution to improve business competitiveness:** resource consumption made of ??% production costin the textile-dyeing facility. Saving production cost is the most pressing issue for the fabric producers in Vietnam to compete to other giant fabric importers such as China, Taiwan.

**b) Water and energy saving practices in the textile sector** generate dual impacts for business growth and environmental conservation. The textile sector ranks the No. 2 water and climate pollution industry, thus properly addressing the urgency of water withdrawal, GHG emission and wastewater pollution will improve the sector’s reputation. In return, the sector will gain the credibility and broaden its gateway to sustainable growth.

**c) Green transformation is possible right now and here –** Your peers in Vietnam have been acting and harvesting fruits from their green investment. Best available technologies such as no-water dyeing, cold dyeing are available in Vietnam.

**d) Upscaling needs joint efforts from stakeholders –** Business case is the seedling to be pollinated and spread further by stakeholders beyond factory level such as brands and government authorities. Enabling environment for upscaling green transformation includes brands’ incentive system, environmental standards, legal framework, credit access, etc.

**e) Pioneers leading the way to sustainability** - Pioneering companies are setting an example for the wider industry; if the market responds appropriately, a major shift of the industry to sustainable production could be triggered. Included among these “first movers” are the country’s biggest textile and garment producers and exporters, Saitex, Esquel, MXP, TNG