



ANNEX 1

TERMS OF REFERENCE

RFQ/UNDP-REDD+/001/2015

PRODUCTION OF A DOCUMENTARY FILM AND TWO VIDEO GRAPHICS ABOUT REDD+ PROGRAMS IN RIAU AND JAMBI

BACKGROUND

Indonesia is the third largest emitter of carbon dioxide (CO₂) and the world's largest emitter from agriculture, forestry and other land use. Over the past five years, Indonesia's annual deforestation rate has averaged around 1 million hectares, which contributes to an estimated 87 percent of Indonesia's annual emissions. In response to this situation, in 2009, President Susilo Bambang Yudhoyono, made a voluntary commitment to the world to reduce emissions as much as 26 percent under a business-as-usual scenario or up to 41 percent with international support by 2020.

According to the Second National Communication from Indonesia to the UNFCCC, Indonesia is expected to emit around 2.9 million metric tons (gigatons) by 2020 under the business-as-usual scenario. A commitment to reduce that amount by 26 percent would mean a reduction of 0.8 gigatons, while 41 percent would amount to a reduction of 1.2 gigatons. A reduction from an expected 2.9 to 1.7 gigatons by 2020 is a challenging commitment for a country aiming to maintain its 7percent annual growth rate. Nevertheless, this commitment has been translated into a comprehensive National Action Plan known as RAN-GRK (PP 61/2011).

The National Action Plan for the Reduction of Green-house Gas Emissions (RAN-GRK) estimates that 87 percent of the emission-reduction target - approximately 1 gigaton - relates directly to the forestry and peat land sectors and, to address this, the government has adopted an incentive mechanism to improve management of the country's vast forest resources while supporting climate- change mitigation. This mechanism, known as REDD+ (Reducing Emissions from Deforestation and Forest Degradation), has five primary objectives: (a) reduction of deforestation; (b) reduction of forest degradation; (c)conservation of carbon stocks; (d)sustainable forest management; and (e) enhancing carbon stocks.

Indonesia's persistence, which is supported by the Government of Norway since the signing of Letter of Intent (LoI) on 26 May 2010, is reflected since the preparation of REDD+ mechanism operationalization by REDD+ Task Force in 2010-2013 until REDD+ Agency finally established in December 2013, to become the institution's platform as well as becoming a component to further coordinate actions outside the business-as-usual approach to reduce deforestation and emission.

CONTEXT OF THIS TOR:

In order to show the success and lesson learnt from REDD+ programs, a set of video is needed. Video should showcase REDD+ programs in reducing emissions from deforestation and forest degradation.

OBJECTIVE

The vendor is expected to produce advocacy and educational videos for REDD+ Project. The videos should reflect REDD+ activities in REDD+ piloting areas. In more detail, the videos should show the impact on reducing emissions from deforestation and forest degradation, the benefits obtained by communities from REDD+ programs, the positive role of local governments in the project, the local culture and wisdom, and other things related to REDD+ programs. "The Target Audience" for the video is general public.

SCOPE OF WORK

The development process by the vendor should involve the Communication Manager and Supporting Consultant for Public Campaign and Communications. The vendor will work closely with them. The vendor is also expected to submit the agenda, interview framework and storylines/script before production phase.

On the field, the Vendor should liaise closely with the Supporting Consultant for Public Campaign and Communications and local officer/associate. The Vendor will produce 1 short documentary and 2 graphic recorder videos.

The Vendor must submit the offline and online edited video to Support Consultant for Public Campaign and Communications for approval before the final edit. Vendor must also submit all raw footage to REDD+ Project.

The Vendor is expected to submit financial proposals with breakdown budget details on:

- ☐ 1 short documentary movie with 5 minutes duration (maximum 7 minutes).
- ☐ 2 graphic recorder videos with 3 minutes duration each.

Proposed outlines

Short documentary

A short recap about forest condition in Indonesia should be included in the beginning of the videos with a voice-over. It should be followed by lessons learned from REDD+ program and ended with short recap about REDD+ History in Indonesia. The movies should be in Indonesian language with English subtitle. The movies must contain interviews with local partner and/or local government officials.

Graphic recorder

One graphic recorder should explain about REDD+ initiative and scheme in Indonesia. The other graphic recorder should explain about highlighted REDD+ program.

Sound tracks should not have any lyrics and royalty- free music.

High-quality graphics/pictures included in the movie will make it more dynamic.

Video footage will become REDD+ property and will be used only under REDD+ authorization.

Proposed itinerary:

Time	Description	Remarks
Day 1	Fly Jakarta to Riau	Together with REDD+ personnel
Riau		
Day 1	Travel from Pekanbaru to Bengkalis district by land transport. Car rent needed. It will take 6 hours' drive approximately.	Together with REDD+ personnel
Day 2	Shooting at Bengkalis district. Including Interview with local communities, REDD+ program partner and local authority.	

Day 3	Shooting at Bengkalis district and/or Pekanbaru city. Including Interview with local communities, REDD+ program partner and local authority.	
Day 4	Travel to Sarolangun district, Jambi by land transport. It will take 6 hours' drive approximately.	
Jambi		
Day 5	Shooting at Sarolangun district. Including Interview with local communities, REDD+ program partner and local authority.	Together with REDD+ personnel
Day 5	Travel to Jambi City by land transport. It will take approximately 5 hours drive.	
Day 6	Shooting at Jambi City. Including Interview with REDD+ program partner and local authority.	
Day 6	Fly back to Jakarta from Jambi	
Jakarta		
Day 7	Interview with REDD+ Head Agency/Deputy	Together with REDD+ personnel

The Vendor must submit the raw footage to UNDP REDD+ Communication Coordinator and REDD+ Project Coordinator for approval before the final edit.

EXPECTED RESULT

The documentary should show the success of REDD+ Programs and lessons learned in Riau and Jambi provinces. It should document how REDD+ Project expertise and services in the regions have led to the improvement of reducing emissions from deforestation and forest degradation. The movie needs to emphasize REDD+ programs as the solution for reducing emissions in Indonesia.

The graphic recorder videos should explain REDD+ initiatives and schemes in Indonesia. One of them should explain the highlighted REDD+ Programs in Indonesia.

Deliverable	Target	Review and Approval
Submission of agenda, interview framework and story line/script	Within 1 week after contract signing.	Campaign Associate and/or Supporting Consultant for Public Campaign and Communications.
Submission of first graphic recorder videos preview.	1 week after script approval.	Campaign Associate and/or Supporting Consultant for Public Campaign and Communications.
Submission of second graphic recorder videos preview.	1 week after last preview	Campaign Associate and/or Supporting Consultant for Public Campaign and Communications.
Submission of final graphic recorder videos	3 days after the last preview	Campaign Associate and/or Supporting Consultant for Public Campaign and Communications.
Submission of first offline edited short doc movie	1 week after shooting*. (note: please see shooting schedule below)	Campaign Associate and/or Supporting Consultant for Public Campaign and Communications.

Submission of first online edited video	4 days after submission of first offline edited video.	Campaign Associate and/or Supporting Consultant for Public Campaign and Communications.
Submission of final online edited video.	3 days after the last submission.	Campaign Associate and/or Supporting Consultant for Public Campaign and Communications.

QUALIFICATION OF CONTRACTOR

The contractor for the documentary film and video graphics should meet the following requirements:

- At least three (3) years of experience in producing documentary and video graphics. The contractor is expected to have experience in producing film related to environment/forestry.
- The contractor should provide CVs of the personnel (consisting of Director, Script Writer, Cameraman, Video Editor, Graphic Recorder, Graphic Editor, Director of Photography,).

CONTENT OF THE PROPOSAL

The proposal of the bidders shall contain the following items:

- Basic concept or creative strategy.
- Qualifications of personnel
- Production timeline
- Budget Estimation (Cost Breakdown per Deliverable and Cost Breakdown by Cost Component)

COST BREAKDOWN PER DELIVERABLE

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Price <i>(Lump Sum, All Inclusive)</i>
1	Pre-production, including submission of agenda, interview framework and script/storyline	25%	
2	Post production, including submission of first offline editing and first graphic recorder preview	25%	
3	Editing/Finishing which include Submission of edited and finalized documentaries	50%	
	Total	100%	

**This shall be the basis of the payment tranches*

COST BREAKDOWN BY COST COMPONENT

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Daily Rate	Total Rate
I. Personnel Services					
1. Services from Home Office					
a. Artistic Team	Director	30 calendar days	1		
	Script writer	30 calendar days	1		
	Cameraman	30 calendar days	1		
	Production assistant	30 calendar days	1		
	Sound Effect	30 calendar days	1		
	Video editor	30 calendar days	1		
	Graphic recorder	30 calendar days	1		
	Graphic editor	30 calendar days	1		
	Director of photography	30 calendar days	1		
	VO talent	7 calendar days			
II. Out of Pocket Expenses					
1. Travel Costs					
2. Daily Allowance					
3. Communications					
III. Other Related Costs					
1. Shooting equipment rental					

TECHNICAL EVALUATION SCORE

Summary of Technical Proposal Evaluation Forms		Points Obtainable	Score Weight
1	Objectives, Outputs and Deliverables	30	30%
2	Proposed Methodology, Approach and Implementation Plan related to movie production	30	30%
3	Experience in production of documentary.	40	40%
	TOTAL	100	100%

No.	Description	Maximum Points	Maximum Score	A	B	C
		100 Points				

1. Objectives, Outputs and Deliverables						
Does the proposal clearly describe the objectives and how the outputs of the project can contribute to the achievement of the aims and objectives as set in the TOR? Specifically, does the proposal:						
1.1	Explain the strategy/ approaches/ methods which will be used in the preparation of documentary film and PSAs;	30	7			
1.2	Clearly identify the main components of the project;		8			
1.3	The outputs of the project		7			
1.4	Summarize the expected outcomes relative to the overarching objective on preparing.		8			
	Subtotal 1		30			
2. Proposed Methodology, Approach and Implementation Plan						
2.1	Does the proposal clearly elaborate the strategy, approach, and methodology to be used and the rationale behind it?	30	8			
2.2	Does the proposal include a clear logical activities and staffing plan, including realistic schedules?		8			
2.3	Are the tasks well defined?		7			
2.4	Are the resources allocated to achieving the tasks suitable and sufficient?		7			
	Subtotal 2		30			
3. Experience in production of documentary about local economy development						
Relevant Experience:		40				
3.1	Number of years with project management related with film production & PSA or related subject/sector – minimum 3 years of experience in film production.		15			
3.2	Organizational structure		10			
3.3	Qualification of key personnel		15			
	Subtotal 3		40			
Total Technical Score			100			
	Percentage		100%			