



TERMS OF REFERENCE
CONSULTANCY FOR PROJECT ENDLINE MOVIE
“Inclusive and Sustainable Clam and Bamboo Value Chain Development
in Vietnam (SCBV)” project

1. Background

Oxfam is a global movement of people who are fighting inequality to end poverty and injustice. There are currently 21 member organizations working in 87 countries. We have a vision of a just and sustainable world. A world where people and the planet are at the center of our economy. Where women and girls live free from violence and discrimination. Where the climate crisis is contained. And where governance systems are inclusive and allow for those in power to be held to account.

Oxfam in Vietnam believes that a reduction in poverty, injustice, and inequality will occur through the interaction between active citizens, accountable states and responsible private sector and that it is fundamental to Vietnam’s development. Oxfam in Vietnam aims to influence the current growth-based development model to shift to a Human Economy Development Model, putting people and the planet before profits.

“Inclusive and sustainable clam and bamboo value chains development in Vietnam” (SCBV) project funded by EuropeAid aims to contribute to reducing poverty and inequality in rural areas of Vietnam through inclusive and sustainable value chain development. The project supports small scale producers (SSPs) and Micro/Small and Medium Enterprise (MSME) processors of **clam value chain in Ben Tre, Tra Vinh, Tien Giang** and **bamboo chain in Thanh Hoa and Nghe An** provinces to increase income from sustainable production and business practices, improve business efficiency and access to markets.

Oxfam in Vietnam coordinates the implementation of the project in partnership with International Collaborating Centre for Aquaculture and Fisheries Sustainability (ICAFIS), Non-Timber Forest Products Research Centre (NTFPRC) and Vietnam Chamber of Commerce and Industry (VCCI).

Throughout five years, the project has significantly improved the capacity of **26,800 small-scale producers** from 125 SSP groups in five provinces in sustainable production practices and compliance with international standards for SSPs, with **two new Forest Stewardship Council (FSC) certificates** were awarded to bamboo producers in Thanh Hoa and Nghe An province; **one Marine Stewardship Council (MSC-based) Fishery Improvement Projects (FIPs)** for clam producers in Tra Vinh province were developed and implemented; strengthened collective actions amongst SSPs and established business linkages between SSPs and SMEs, including lead firms through promoting inclusive business practices, business dialogue platforms, and effective commercial/trade promotion events, increased domestic and international market access for **38 SMEs**; improved investment and sourcing policies for 38 MSMEs, and contributed to a more enabling policy environment. The project has produced several manuals, guidelines, success stories, and established successful partnerships with various stakeholders.

To conclude the project, Oxfam (SCBV Project) is looking for a competent film making consultant/team to produce three project documentary films.

2. Purpose of the movie

The documentary films are expected to highlight the project's interventions, achievements and impacts, the changes it has made to people's livelihoods in the clam and bamboo value chains. The three films include:

- 01 documentary about the clam value chain
- 01 documentary about the bamboo value chain
- 01 documentary about the entire project

The films are aimed to primarily target the private sector, relevant government agencies, development organizations, and donors. The secondary target audience is the public.

3. Required contents

The movies must include key contents:

- Overview of the clam & bamboo landscape before the project interventions
- The project's approach
- The project's interventions:
 - enhanced capacity for Small Scale Producers (SSPs) and Micro, Small, Medium Enterprises (MSMEs) towards sustainable standards
 - fair sharing of benefits and risks in the value chains
 - strengthened collective actions amongst SSPs and established business linkages between SSPs and SMEs/ lead firms through promoting inclusive business practices, business dialogue platforms, and effective commercial/trade promotion events
 - gender mainstreaming and enhanced women participation in the SSPs groups and in the clam/bamboo value chains
 - increased market access for both SSPs and MSMEs
 - increased MSME investment and sourcing policies
 - contributing to an enabling policy environment
- Key achievements in numbers
- Sharing from beneficiaries, SMEs, and project partners. Can go deeper into one interesting success case

The consultant is welcome to suggest changes and a proper structure for the movie.

4. Scope of work

The consultant will:

- Research on the project's documents and communication products, work with SCBV and communications teams to understand the project and how the films contribute to the project's objective(s).
- Develop a direction, story plans, detailed scripts, and filming plans
- Implement the agreed filming plans
- Go on field trips for filming & conducting interviews
- Be responsible for all postproduction for the finest quality (including translation for English subtitle).
- Provide all necessary filming and postproduction equipment.



5. Deliverables:

- 03 (three) films
- Genre: documentary, recap movie
- Duration for each film: 05-10 minutes
- Good & authentic storytelling, and innovative filming and postproduction techniques
- Make use of infographic, animation, and other techniques to produce films that are cohesive, storytelling, and easy-to-understand
- Each movie will have Vietnamese and English voice-over
- High quality in audio and visual effects.

All information in the movies need to incorporate consents, authenticity, sensory, and cultural relevancy factors. Oxfam owns the copyright and has editorial control over the content, footages, and movies produced. All information provided to the consultant must be kept confidential.

6. Tasks and timeline

No	Activities	Deadline
1	Collect and research on all materials provided by Oxfam	W3, Feb 2023
2	Propose art direction, and a detailed script	W4, Feb 2023
3	Go on field trips, conduct interviews	W4, Feb – W1 Mar 2023
4	Complete the first draft	W2, Mar 2023
5	Final movies	W3, Mar 2023

Note: The timeline can be adjustable due to real working conditions and discussions between Oxfam and the Consultant.

7. Requirements

- At least five years of professional experience in filming and production, especially in project documentation, with background in development, value chain, private sector engagement, aquaculture and forestry is an advantage;
- Proven experience of similar scopes and topics is preferable;
- Ability to work with people and gather meaningful information;
- Able to meet deadlines and prioritize multiple tasks;
- Proactive, resourceful, and meticulous.

8. How to apply

The applicant package must include:

- The consultants/company's profile/CVs and related experience
- Samples of relevant works
- 01 technical proposal that provides a detailed description and explanation of proposed methodologies, work plan and timeline, team members and their qualifications, role/tasks of members, and any other resources that the consultant will make available to execute the assignment
- 01 financial proposal that specified number of working days required with consultancy rate and proposed budget for logistics
- 02 contacts for references



OXFAM

Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

How to Apply: The Proposal and documents [could be written in English or Vietnamese](#) and should submit by email to HR.Vietnam@oxfam.org with the subject mentioning: **"Clam&Bamboo – PROJECT ENDLINE MOVIE"**

The closing date for application: 14 February 2023

We regret that only those candidates selected for an interview will be contacted.



*This project is funded by
The European Union*