



TERMS OF REFERENCE
CONSULTANCY FOR PROJECT ENDLINE MOVIE
“Gender Transformative and Responsible Agribusiness Investments in
South East Asia – Phase 2 (GRAISEA 2)” 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.

The project **“Gender Transformative and Responsible Agribusiness Investments in South East Asia”** phase two (GRAISEA 2) was carried out from 2018 - 2023 in An Giang, Kien Giang, Soc Trang, Bac Lieu and Ca Mau. The project aims to create opportunities for small-scale producers (SSPs) in the shrimp and rice sectors in Vietnam, by promoting responsible and inclusive business value chains and business practices that enhance women's economic empowerment, and increase resilience to climate change. The GRAISEA 2 project is funded by the Swedish Embassy in Bangkok.

Oxfam in Vietnam coordinates the implementation of the project in partnership with Research Center for Resources and Rural Development (RECERD); Centre for Marine life Conservation and Community Development (MCD), International Collaborating Centre for Aquaculture and Fisheries Sustainability (ICAFIS) and Vietnam Chamber of Commerce and Industry (VCCI).

Throughout five years, the project has significantly improved the capacity of 2680 SSPs, especially women, from 125 SSP groups in five provinces. More than 60 rice and shrimp small and medium enterprises (SMEs) received technical assistance to improve their business model and better comply with sustainable production practices (ASC, organic, GAP etc.) and other international standards; The project strengthened collective actions amongst SSPs and established business linkages between SSPs and companies, including 14 lead firms through promoting their inclusive business practices; improved investment and sourcing policies 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 (GRAISEA 2 Project) is looking for a competent film-making team to produce a project documentary film.

2. Purpose of the movie

The documentary film is expected to highlight the project’s interventions, achievements and impacts, the changes it has made to people’s livelihoods in the rice and shrimp value chains, and future implications.

The film will primarily target the private sector, relevant government agencies, development organizations, and donors. The secondary target audience is the public.



3. Required content

The movie should take the approach starting from human stories, which then elaborate further to the project's interventions and achievements throughout the years, in both value chains.

The content must include (preferably conveyed through the stories of beneficiaries):

- Overview of the rice & shrimp landscape before the project interventions (with some spillover impacts from GRAISEA phase 1)
- The project's approach (how it has improved since phase 1 to further the impacts)
- 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
 - women's economic empowerment, enhanced women participation in the SSPs groups and in the value chains, with some notable women-led initiatives
 - innovations/models that are adaptive to climate change
 - fair sharing of benefits and risks in the value chains (risk funds)
 - increased market access for both SSPs and MSMEs
 - increased MSME investment and sourcing policies
 - contributing to an enabling policy environment
- Key achievements in numbers
- Other sharing from beneficiaries, SMEs, and project partners for different viewpoints
- Lessons learned and future implications

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 GRAISEA 2 and communications teams to understand the project and how the film contributes to the project's objective(s).
- Develop a direction, story plan, detailed script, and filming plan
- Implement the agreed filming plan
- Go on field trips for filming & conducting interviews
- Be responsible for all postproduction for the finest quality
- Provide all necessary filming and postproduction equipment.

5. Deliverables:

- 01 film
- Genre: documentary, recap movie
- Duration: 5-7 minutes
- Good & creative 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
- Make use of existing footage if it is needed for a comprehensive movie



- Oxfam encourages visuals that show positivity and diversity in the people we work with
- The movie will have 02 versions: Vietnamese and English voice-over
- High quality in audio and visual effects.

The consulting team will provide a complete film that fully meets the above requirements, and all the original footage. The final movie must be in 4K quality.

Videos must be sent to Oxfam in MP4 format.

All information in the movie 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, May 2023
2	Propose art direction, and a detailed script	W4, May 2023
3	Go on field trips, conduct interviews	W1, 2 June 2023
4	Complete the first draft	W2, June 2023
5	Final movie	W3, June 2023

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

7. Requirements

- At least seven years of professional experience in filming and production, especially in project documentation, with background in development, value chain, private sector engagement, aquaculture and agriculture is an advantage;
- Proven experience of similar scopes and topics is preferable;
- Creativity and innovation in story telling
- Ability to work with diverse 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:

- CVs of each team member, listing related experience
- The team's portfolio, including samples of relevant work
- 01 technical proposal that provides an art direction, 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 entitled: **"GRAISEA2 – PROJECT ENDLINE MOVIE - NAME"**

The closing date for application: 14th May 2023

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