



TERMS OF REFERENCE

Development of audio-visual IEC material – to support Awareness Raising and Behaviour Change Communication on climate change adaptation and disaster risk reduction targeting Khmer men and women in the Mekong Delta

Projects:	CARE - Integrated Community-based Adaptation in the Mekong Delta; Red Cross - Climate Smart Community Based Disaster Risk Reduction in the Mekong; Oxfam - Partnership for equitable Resilience to the impacts of climate change of the Coastal communities in deltas of Vietnam
Location:	CARE - An Giang and Soc Trang; Red Cross ; An Giang and Kien Giang; Oxfam – Tra Vinh and Tien Giang - Mekong Delta, Vietnam
Duration:	September – October 2014

1. Background

CARE International in Vietnam, Oxfam, and the Vietnam Red Cross (VNRC) with support from Australian Red Cross (ARC) and German Red Cross (GRC) are currently implementing three climate change adaptation and disaster risk reduction projects in the Mekong Delta as part of a larger Australian Aid funded *Community-based Climate Change Action Grants* (CBCCAG) Program. In partnership with local government and civil society partners, the initiatives aim to increase the resilience of the most vulnerable men and women to current and projected climate change impacts through a combination of disaster risk reduction support, promoting climate adaptive livelihoods, participatory climate and disaster risk analysis and adaptation planning, capacity strengthening, awareness raising and behaviour change activities, etc.¹

One of the population groups particularly vulnerable to climate change and disasters that are targeted in the three projects are poor Khmer ethnic minority men and women. They experience limited adaptive capacity due to high rates of landlessness, dependency on (both on- and off-farm) wage labour, variable access to and control over livelihood resources such as credit, agricultural inputs, training and technical knowledge, language barriers and low level of education, etc.²

¹For details on the CBCCAG program and the three projects, including the project designs:

<http://aid.dfat.gov.au/aidissues/climatechange/Pages/cbccag.aspx>

²GTZ/AusAID (2010). Climate Change and Coastal Ecosystems Programme. Gender Analysis. UEA International Development.

Joining resources and working closely with the local authorities, the five organisations collectively aim to build the adaptive capacity of poor Khmer through a number of awareness raising and behaviour change initiatives. User-friendly and user-relevant information on the most updated climate projections, the local impacts, what people already experience and do to prepare and respond, and innovative ideas on how to further adapt, delivered through a customized visual format will greatly contribute to that goal.

2. Objectives

The main objective of this work is to **develop customized audio-visual IEC materials** (video) on climate change adaptation and disaster risk reduction to *support Awareness Raising and Behaviour Change Communication on climate change adaptation and disaster risk reduction with Khmer men and women in the Mekong Delta.*

Audience:

- Primary audience: the video(s) are primarily intended to be used with Khmer ethnic minorities in the three projects.
- Secondary audience: other users are Government partners, Vietnamese media, INGOs, VNGOs and other organizations for awareness raising and behaviour change on climate change adaptation with the Khmer and other vulnerable populations in the Mekong Delta.

An additional secondary purpose is to use the video(s) for dialogue with policy makers on how Khmer are impacted by climate change, what they experience, what they do already to adapt and what solutions there are.

3. Scope of work, methodology and schedule

The video(s) developed will address the following tentative questions in three different chapters. Each chapter of the video as well as the entire video should tell a consistent story, meaning it should be possible to show each chapter separately as well as the whole video at once:

- *Chapter 1* - What is climate change? What are the main climate hazards? What do farmers (men and women) and other community members already experience in their daily lives? What changes are already happening now and what is projected for the near future? What other challenges do they face? How are poor communities, including landless and land poor, impacted by climate change and disasters? Are men and women impacted differently? How are their agricultural and non-agricultural resources impacted?
- *Chapter 2* - What are people (men and women) already doing to change or adjust their agricultural and non-agricultural livelihoods in response to climate risks? How do people manage natural resources needed for livelihoods such as water and soil? What are the good practices in the project areas? What do they want to do? What are innovative adaptation solutions, particularly on livelihoods? What can the community do themselves? What is the Government doing? Others?
- *Chapter 3* – How do people prepare for disasters? What are their current coping strategies, men and women? How do they adjust these in light of climate change? Using existing examples, what could they do to improve their preparedness and response capacity? What is the Government doing? Others?

The three organizations, in close consultation with local authorities, will collectively develop and agree on a draft scenario before the service provider signs the contract. It will be presented to the

service provider at the beginning of this work for further development into a full storyboard, and agreement by all organizations and Government partners.

The video(s) will be in local Khmer-dialect and Vietnamese narration with Vietnamese and English subtitles (see section 4. on deliverables) to increase the impact, particularly among poor illiterate Khmer men and women and hearing-impaired. The videos will be in color and use simple and understandable words, non-academic or non-scientific language, utilizing a lot of local examples and positive user-friendly and user-relevant messaging. Music for the video will be in Khmer, instrumental and should avoid singing. The meaning of the song as well as the atmosphere of the music should fit with the narration and purpose of the video(s).

The videos will be inclusive showing stories, good practice and evidence from Khmer as well as Kinh and others portraying them as active change agents, not as passive ‘victims of climate change’. Khmer should be portrayed as active and contributing members of the whole community but also specifying their different vulnerabilities and capacities. Other vulnerable groups, such as the elderly, children, pregnant women, people with disabilities, etc. should also be portrayed to show the diversity within the Khmer and overall community. Images will not be digitally altered and have to represent locations, people and their lives accurately as they are.

Gender aspects of CCA-DRR activities should be paid attention to, and the narration and images in the videos should make the roles of women as well as men clear and promote gender equality. Women as well as men should be equally represented in the narration as well as the images (including interviews if any).

The service provider will apply minimum standards and good practice on video production ethics and – with support from project staff – obtain informed consent from anyone appearing in the video(s) where required. Special safeguards will be applied for engaging children and other vulnerable groups to ensure proper portraying as active agents of change. The service provider will be given each organization’s relevant policies and guidelines to adhere to while undertaking this work.

Project staff from the three organizations will advise the service providers on the required approval procedures of the video footage, music as well as the narration (in Khmer, Vietnamese and English), and locations. They will also assist the service provider team with setting up interviews or meetings where required. After the production of the video(s), several rounds of editing should be included before final approval of the video(s). The service provider should allow enough time for this, and engage Government partners as much as possible.

The service provider will adhere to the donor (Australian Aid – DFAT) and organizational branding guidelines for logo use and text in the video(s).

The service provider will be responsible for obtaining the operation license, copyrights for music and rights in using the materials for the film. The movie is produced for not-for-profit purpose. After handing-over at the end of the contract, all rights and relevant images remain with CARE, OXFAM and the Red Cross. Should the service provider wish to use the movie, a written approval by the three organizations is required.

The service provider is expected to undertake the tasks as in the following schedule. The schedule is indicative and an input into the detailed work plan to be further developed by the service provider in agreement with representatives from the five organisations.

No	Tasks
	<i>Phase 1 – planning and preparation (development of work plan and storyboard) (approx 4 weeks)</i>
1	▪ Briefing meeting with CARE/OXFAM/Red Cross staff, to present drafted scenario for further development into a storyboard (<i>immediately after signing the contract</i>)
2	▪ In consultation with CARE/OXFAM/Red Cross staff, service provider prepares a <u>detailed work plan</u> including timeframe based on the TOR and draft <u>storyboard</u> (in English and Vietnamese), based on the scenario (<i>approx 2 weeks</i>)
3	▪ Consultation by CARE/OXFAM/Red Cross staff with partners, and based on the results, revision of storyboard (in English and Vietnamese) by service provider (<i>1 week</i>)
4	▪ Further development and approval of <u>final storyboard</u> in English and Vietnamese through consultations with CARE/OXFAM/Red Cross staff (<i>same week</i>)
	<i>Phase 2 – production, editing and finalization (approx 10 weeks)</i>
5	▪ Production of <u>audio</u> and <u>video(s)</u> with footage from project provinces and in Khmer and Vietnamese narration with Vietnamese and English subtitles. Staff from the three organizations will participate in the field visits or the footage. (<i>5 weeks</i>)
6	▪ Present first version of video(s) to CARE/OXFAM/Red Cross staff for first feedback
7	▪ A number of screenings, supported by the organization’s staff, presenting draft audio and video(s) for comments and approval to: <ul style="list-style-type: none"> - Project Government and civil society partners (first screening) - Khmer community members from the project locations (second screening) A simple feedback questionnaire will be designed with assistance from the organization’s project staff to document the comments from the test audience. (<i>3 weeks</i>)
8	▪ Further editing, finalization and approval of audio and video(s) by CARE/OXFAM/Red Cross staff (<i>2 weeks</i>). After this, Government final approval will be arranged by CARE/OXFAM/Red Cross staff.

4. Expected outputs and deliverables

- Detailed and updated work plan including timeframe (to be submitted 2 weeks after signing the contract)
- Approved storyboard (draft to be submitted 2 weeks after signing the contract for approval in the subsequent weeks) in English and Vietnamese
- Original copies (8 of each version) of a fifteen minute high quality and professionally made video(s):

<i>Video versions with following narration and subtitles:</i>	<i>Format</i>
Khmer narration only	.avi (high resolution); .wmv or .mp4 files for web streaming; .mp4 as DVD source; smartphone/emailable file
Khmer narration with Vietnamese subtitles	
Khmer narration with English subtitles	
Vietnamese narration with English subtitles	
An audio version in Khmer narration	.mp4 for usage on radio and loudspeaker
An audio version in Vietnamese narration	

The audio and video(s) should be approved by relevant authorities and the five organisations (to be submitted 1.5-2 months after signing the contract).

5. Arrangement and Resources

For all activities, all three organizations need to be involved. Each of the three organizations will assign a focal point to be in charge of the work. One of them will be the central focal point for the service provider to directly deal with.

Audio-video equipment and material will be provided by the service provider. They will also be in charge of all payment related to the video including: production, director fee, application for license, sounds, light, payment to participants, subtitling, logistics, translation, etc. in order to make a complete film.

6. Reporting requirements

The Service Provider will report directly to the principal contact for this work.

Name	Job Title	Telephone	Email
Vu Tien Hong	Information and Communication Coordination	04 3945 4448 (ext.214)	Hong.vutien@oxfamno vib.nl

7. Selection Criteria

Essential:

- 5 years of proven experience in video production, media, communications for development, or any related field, meeting international standards
- Available highly qualified staff with the necessary experience in the Mekong Delta
- Available highly qualified staff with good speaking and writing skills in Vietnamese and English.
- Available highly qualified staff with very good interpersonal and communication skills, interviewing skills and adhering to a strong community development ethics
- Proven teamwork experience

Optional

- An understanding of climate change issues in the Mekong Delta Region and Vietnam is an advantage
- An understanding of Khmer ethnic minority life and culture in the Mekong Delta is an advantage

**** Child Protection:** CARE/OXFAM/Red Cross are committed to protecting the rights of children in all areas we work around the world. Applicants are advised that CARE/OXFAM/Red Cross reserve the right to screen candidates to ensure a child-safe environment. Further information can be found in the CARE/OXFAM/Red Cross child protection policy.

The following signatories agree to all conditions as stated in this document:

CARE International in Vietnam

Signature:.....
 Name:.....
 Email:.....
 Address:.....
 Date:.....

OXFAM

Signature:.....
Name:.....
Email:.....
Address:.....
Date:.....

GERMAN RED CROSS

Signature:.....
Name:.....
Email:.....
Address:.....
Date:.....

SERVICE PROVIDER

I accept the terms of this work and all of the conditions as stated in the Letter, Service Provider Agreement and the Terms of Reference.

Signature:.....
Name:.....
Email:.....
Address:.....
Date:.....