

# TERMS OF REFERENCE

## CONSULTANCY SERVICE - PROGRAM VIDEO PRODUCTION

### 1. Background

Energy consumption in Vietnam's building sector is growing quickly as a result of rapid industrialization and urbanization. Urbanization, projected to grow to 45 percent by 2020, is driving up energy demand in buildings with the urban population's increasing energy needs. The resulting greenhouse gas emissions (GHGs) are a challenge; with overall energy consumption projected to more than triple between 2010 and 2020. The USAID Vietnam Clean Energy Program (the program) partners with the Ministry of Construction (MOC) to provide enabling conditions for the implementation of the Vietnam Energy Efficiency Building Code (VEEBC) and formulate the ministry's Green Growth Action Plan (GGAP) to reduce electricity consumption in this sector. It works with the Departments of Construction in Hanoi, Hai Phong, Da Nang, Ho Chi Minh City and Can Tho, universities, institutions, private companies, state-owned firms and non-profit organizations.

**ENHANCES CAPACITY TO USE ENERGY DATA IN DECISION MAKING** The program supports the MOC to draft guiding documents on data collection and building energy reporting and disseminate the sector's energy efficient technologies and practices. Its partners are assisted to establish and maintain the Building Energy Efficiency database, which will create benchmarks and energy consumption norms for different building categories in various climate zones.

**INCREASES ENERGY EFFICIENCY IN HIGH ENERGY USE BUILDING SECTOR** The program provides building owners with free technical support for achieving substantial energy and GHG reductions for their newly designed and retrofitted building demonstration projects. It offers training on integrated design, building energy simulation and incorporation of energy code requirements into construction process, and provides urban managers and leaders with the United States' expertise on green building and sustainable urban energy development.

**RESULTS** Nearly 3,000 architects, engineers, project managers, government officials and practitioners from 40 provinces nationwide have benefited from the program's training courses, which provide them with technical knowledge and skills to effectively enforce and implement the VEEBC. Using simulation results, the program has offered energy saving solutions to four buildings in Hanoi and Ho Chi Minh City to achieve substantial energy and GHG reduction. The program has surveyed 280 different buildings to develop a comprehensive national database on building energy performance and provided technical supports to the MOC to create its first GGAP, which means the Government of Vietnam, for the first time, can project future and potential energy, GHG use and savings and improve policy decisions for lower emissions growth.

### 2. Objectives of the consultancy service

The purpose of this consultancy is to capture a 4-year journey of the program focusing on impact and success stories through the lens of stakeholders and beneficiaries. The program seeks to recruit a filmmaker on a short term basis to work with the program team and its partners to capture and produce a high quality video to launch at its close-out event and for reporting, communications purposes.

### 3. Methodology:

Working to an agreed schedule in consultation with the program communication staff as a focal person, the consultant will be required to:

- Work with communication staff to build the video transcript and filming schedule
- Visit the buildings under the program's implemented activities in Vietnam
- Attend selected events where appropriated
- Conduct national and municipal level interviews with project key partners, women in the construction sector, stakeholders, donor and Government agencies.
- Include data visualization and animations
- Transform the script into visual information and images
- Edit the raw versions of the interviews as needed;
- Add music as necessary;
- Develop drafts of the video clip and present for review and comments; adjust where necessary based on feedback.
- Deliver the final version in English, with Vietnamese (or vice versa) subtitles in HD/SD Quicktime Movie format;

#### 4. Deliverables:

The filmmaker would film, edit and produce a full-version video of 5-minute duration and a short-version trailer of 1-minute duration. A set of raw footages are also provided to the program.

Language: Vietnamese, English.

#### 5. Duration

The filmmaker should submit the video's script to the program by December 15, 2016.  
The draft versions of the 5-min and 1-min videos should be completed by March 31, 2017.  
All final versions must be submitted no later than May 20, 2017.

#### 6. Required Qualifications & Experience

The consultant/consultancy firm will be required to have:

- Proven experience with a variety of video formats
- Proven experience in video and infographics editing
- Proven experience producing animations
- Knowledge of sound editing
- Knowledge of visual story-telling
- At least 5 years of working experience editing documentary films
- Have extensive knowledge of graphical video design, including infographics and animations
- Working knowledge of After Effect, Live Type, Director and Photo Shop software
- Working knowledge of HD formats
- Extensive experience in producing development work related documentaries for international organizations with the aim of reaching both local and international audiences
- Experience in working with local authorities and international organizations
- Local knowledge of the all regions in Vietnam
- Excellent technical capacities (state of art filming equipment preferably High Definition) to ensure smooth and high quality production
- Experience in sustainable development topics will be an added advantage
- Fluent in Vietnamese and English

#### 7. Intellectual Property

All information pertaining to this project (documentary, audio, image, digital, video footages, etc) belonging to the program, which the Consultancy firm may come into contact with in the performance of his/her, duties

under this consultancy shall remain the property of the program who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of the program in line with the national and International Copyright Laws applicable.

## 8. Contacts for Submission

The proposal should contain the following information:

- One written page proposing production of the video
- Previous video samples
- Personal CV - including past experience in similar projects and at least 3 references
- Financial Proposal specifying total fee for the project.

Submissions should be sent through either Email: [nguyen.ngan@winrock.org](mailto:nguyen.ngan@winrock.org) before **November 20<sup>th</sup> 2016**.