



TERM OF REFERENCE

Storytelling documentation and photovoice for the project on low GHG rice production for small-scale farmers in Yen Bai

1. Introduction

Oxfam is a global movement of people who are fighting inequality to end poverty and injustice. Oxfam confederation currently has 21 member organizations working in 79 countries. We share 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 contributes to a shift from the current growth-based development model to a Human Economy that cares about People and the Planet.

Rice is a main food crop in Vietnam with 3.8 million ha of rice cultivated land area. However, rice production has been created some negative impacts to the environment such as overuse of pesticide, herbicide, chemical, etc and recently, the rice cultivation is also considered as the biggest source of GHG emission (CH₄ and N₂O) in the agriculture sector in Vietnam. According to Ministry of Natural Resource and Environment (MONRE), rice production emitted 43,8 million tons CO₂ (equivalent) in 2018, occupied about 49.3 % of the total GHG emission from agriculture production in Vietnam.

System of Rice Intensification (SRI) has proven its advantages in providing significant economic and environmental benefits for farmers through reducing production inputs (e.g. reducing seeds, fertilizer, pesticide/chemical and saving water), increasing productivity and improving agroecology, etc). The recent studies show that SRI is one of advanced rice cultivation technique that can reduce significantly GHG emission from rice cultivation (about 20-35% compared to conventional rice cultivation practices)

Since 2023, Oxfam in Vietnam has supported Yen Bai province to implement the pilot project on sustainable rice production toward low GHG emission. The project aims to introduce the community based sustainable rice production models following SRI technique that can reduce GHG emission for small scale farmers in Yen Bai province.

To support awareness raising, and communications, Oxfam in Vietnam is seeking a qualified national consultant or team of consultants to produce the storytelling and a photovoice package that captures the key project's achievements and changes/impacts brought about by the intervention.

2. The objective of the assignment

The objective of this assignment is to:

- Develop the storytelling about the project's key achievements and impacts that can be used for raising public awareness on sustainable rice production toward low GHG emissions;
- Develop visual stories of change using the photovoice approach, which will serve as communication materials

3. Scope of work

The assignment to be carried out by the consultant(s) would include but not limited to the following:

- Desk study: Collect and compile existing information including project documents, practical documents and training materials relating to low-GHG rice cultivation models, Oxfam's consent forms and ethical principles for information collection, image policy, and other relevant materials.
- Review the collected documentation to inform content and visual planning.
- Develop the structure of the storytelling documentation and photovoice concept, including a photovoice implementation plan, photography concept development, photo story outlining, etc.
- Discuss with Oxfam towards an agreement;
- Conduct field visits to collect stories, interview stakeholders, and take photographs;
- Produce a complete draft of the storytelling documentation and photovoice stories; edit the selected photos and content to meet the project's quality requirements.
- Present draft versions to Oxfam and incorporate feedback from Oxfam and partners.
- Finalize and proofread all materials for submission.

4. Deliverable and timeframe:

The consultant(s) are expected to deliver the following outputs:

- A set of storytelling documentation
- A set of high-quality visual stories of change
- A photo collection:
 - A complete set of raw and edited photographs capturing all relevant moments, reflecting individuals, project activities, and overall project scale;
 - At least 100 usable, high-resolution photos across various categories including documentary, portrait, product, and landscape shots;
 - Minimum specifications: 3MB per photo, 300 dpi resolution, and minimum 3000 pixels in width (landscape) or height (portrait);
 - Photos featuring individuals must include captions indicating name, location, and activity;
 - All portrait photographs must be accompanied by signed consent form

Notes:

- All intellectual property and image rights will be retained by Oxfam. The consultant must ensure all project information is kept strictly confidential.
- Oxfam encourages imagery that showcases diversity, positive expression, and the leadership and confidence of women.

Submission timeframe:

- Draft storytelling and photovoice: 27 May 2025
- Final products: 30 May 2025

5. Requirements for consultant(s)

The consultant(s) should have:

- Proven experience in documentation, development communications, photography, and storytelling for development projects;
- At least five years of professional experience in writing and editing, particularly in project documentation, stories of change, and photovoice;
- Strong knowledge and hands-on skills in media and photography, including the use of professional cameras and smartphones, as well as understanding of visual communication principles and strategies;
- Proven experience in delivering similar assignments on relevant development topics is preferable;
- Familiarity with rural development, agriculture, environment, and food crops, especially rice production, is an advantage;
- Good understanding of gender sensitivity and rural development issues, and exposure to agricultural innovations and technology adoption is an advantage.
- Demonstrated experience and skills in project documentation;
- Excellent professional writing skills in Vietnamese;
- Ability to work independently under pressure and deliver high-quality outputs on time.

6. How to apply

The Interested consultant(s) is requested to submit application documents via the email address below and should include:

- Consultant's Curriculum Vitae: Introduction of the Consultant's profile and related experience (CVs)
- Detailed technical proposal achieving all expected objectives within mentioned timeframe (including methodology, framework, team structure, implementation plan...);
- Financial proposal that specifies number of working days required and consultancy rate

Oxfam is committed to preventing any type of unwanted behaviour 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: **"Rice Yen Bai – Storytelling and Photovoice"**

The closing date for application: 9th May 2025.

We regret that only short-listed applicants will be contacted for an interview.