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| Programme: | Integrated Biodiversity Management, South Caucasus (IBiS)  |
| PN: | 15.2101.2-002.00 |
| Assignment: | Production of **a feature film and 3 spots**, development of **informative posters** on the topic of forests and their alternative use |
| Period: | 25/10/2018 – 30/01/2019  |

1. **Brief programme information**

The biodiversity of the South Caucasus is of global importance, but the huge variety of species and the proper functioning of the ecosystems are under threat. There is considerable pressure from the exploitation of natural resources by the local population, private industry and governments.

In each of the three countries of the South Caucasus – Georgia, Armenia and Azerbaijan – there are National Biodiversity Strategy and Action Plans (NBSAPs) and initial sectoral strategies for managing biodiversity and ecosystem services. As yet, however, these are unable to withstand the challenges posed by the conflicting interests of different sectors (forestry, pasture farming, agriculture, nature conservation and tourism). There is a lack of coordination between the various state and non-state actors and population groups (e.g. shepherds and farmers). In addition, there is not enough reliable data available on the different sectors to support planning and decision-making processes.

Within the framework of the Caucasus Initiative of the German government, the programme cooperates primarily with the environment ministries of the three different countries of the South Caucasus. The programme follows a multi-level approach. At national level, it promotes the development or revision of biodiversity strategies and regulations, particularly in forest and pasture management, and in erosion control. The experience gained from the pilot measures at district, municipal and local levels are incorporated into this process. As part of these pilot measures, relevant actors are provided with the skills needed to implement integrated approaches for sustainable management of biodiversity and ecosystem services.

The module objective of the programme is to promote better coordination of biodiversity and ecosystem services management across sectors on the basis of solid data. The programme comprises four areas of intervention with the following objectives:

1. Instruments and coordination processes for the sustainable management of biodiversity and ecosystem services at local level are tested.
2. The implementation capacity of line ministries, their subordinate bodies and of training institutions regarding the management of biodiversity and ecosystem services is improved.
3. The perception of the general public towards the importance of biodiversity and ecosystem services is more positive.
4. The regional exchange on sustainable management of biodiversity and ecosystem services is improved.

IBiS follows up on the achievements of the programmes “Sustainable Management of Biodiversity, South Caucasus” and “Integrated Erosion Control in Mountainous Regions”, and is due to last four years (from December 2015 to November 2019). The programme is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry of Economic Cooperation and Development (BMZ) with co-funding in Armenia and Georgia from the Austrian Development Cooperation (ADC).

1. **Context**

Severe environmental and biodiversity losses, dating back to the Soviet era, are major challenges facing Armenia today. Problems such as mass degradation of forestry conditions, climate change, biodiversity loss, soil erosion and landslides, desertification, and others, form the cornerstone of the present environmental situation. There is too little public awareness of the principles underlying the sustainable management of biodiversity and ecosystem services. Awareness raising activities are neither coordinated and intended for large target groups, nor mainstreamed within training institutions or planning and decision-making processes.

The topic of forests is of main focus both for GIZ IBiS Programme and its main partner Ministry of Nature Protection (MoNP). Based on the joint concept on environmental awareness raising campaign, developed by GIZ and MoNP in July 2018, a campaign with its subsequent activities will be implemented for the purpose of raising awareness on the value of forests and their alternative use. One of the umbrella activities of the concept paper is the development of a feature film and spots, as well as posters for raising awareness about the importance of forests. This assignment is an integral part of the Joint Concept Paper on Environmental Awareness Campaign, developed by GIZ and MoNP. Therefore, the concept paper (Annex 1) should be reviewed carefully and considered during the assignment.

It is planned to:

* Develop one high quality feature film (using the format of a video clip) of about 15-20 minutes on the topic “The value of forest and its alternative use”. The feature film should have a documentary genre and will be mainly targeted to communities for educational purposes.
* Extract 3 x 1.5-min spots out of the feature film for the general public on TV and YouTube. The topics of the spots can be related to a) Forests in general b) Biodiversity 3) Forest ecosystem services. The 1.5 min spots to be broadcasted via TV and social media will have the aim is to raise awareness and provide knowledge to general public. The spots can have film, animation or cartoon genre and be based on the same material/footage as used for the feature film.
* Develop 3 posters for general public on the importance of forests.

One possible title of the feature film could be “Forest is our value”. The feature film and spots will focus on the importance of the forests for people’s wellbeing and give an overview of all its alternative uses and its benefits. Talking about alternative use, the aspect of sustainable use should be specifically stressed. The feature film and spots will be shared on social media, website of MoNP and its respective institutions (e.g. Forest committee), and be distributed by MoNP for regular free of charge broadcasting on all Armenian regional TV channels, and if possible, also first public TV channel. The developed products will be shared with EEN and other interested organizations for use and further distribution. The film and sports will be actively shown during trainings, exhibitions and other events, organized by MoNP both within this campaign and beyond.

Posterswill contribute to the raising of awareness on the same issue and will complement to the film and spots, targeted at general public. Content for 3 posters should be developed, stressing the importance of forests and their alternative use. The posters are meant to be located on areas close to forests, as well as public rest areas.

IBiS programme will assist the consulting company in discussing the film, spots and poster development process and final result with the relevant authorities in the Ministry of Nature Protection so that the developed products have the most possible ownership by the correspondent partner organization.

1. **Objectives and tasks**

Overall, with this assignment the Integrated Biodiversity Management, South Caucasus Programme aims to produce a feature film (15-20 minutes) and 3 x 1.5-min spots on the importance of forest ecosystem and alternative use of forests, showcasing the positive benefits that can be obtained from forests through alternative non-timber use. At the same time, the main slogans and messages integrated in the film and spots, should be further used for development of 3 posters. The final genre of the spots will be consulted and chosen together with GIZ IBiS and MoNP. It is planned to widely share the spots and film in social media and screen it during various events and trainings.

The Company is expected to fulfil the following tasks in close cooperation with relevant partner representatives:

**a) Feature film and 3 x 1.5 min spots**

1. In close consultation with MoNP and GIZ IBiS develop 2 draft creative concepts of the feature film and 1 draft concept for each of the 3 spots for the for initial review and discussion. The aim is introducing interesting facts about forests and their alternative use, using the psychologically appealing methods of social advertising, and presenting the issue in a capturing and persuasive way especially for community members, who live adjacent to forests.
2. Discuss and choose the best concept/script for the feature film and spots in close cooperation with GIZ IBiS and MoNP.
3. Design both the feature film and especially the spots in simple wording, with short and clear messages easily understood by all age groups, with catchy images and innovative/creative approach. Main focus should be on:
* Engagement of people,
* Knowledge increase,
* Attitude change,
* Motivation for behaviour change,
* Impact,
* Emotions,
* Short quotes

An approval for the final content and wording of the film and spots from the respective experts of MoNP is a must.

1. If needed, interview and get understanding of both target group (communities and general public) representatives’ knowledge, attitude and practice regarding forests.
2. Consult the GIZ YouTube Channel GIZonlineTV

(<https://www.youtube.com/user/GIZonlineTV>) to have an idea on the technical and creative requirements of GIZ published videos;.

1. The text of the film and spots should be with the Armenian voice over and English subtitles.
2. Before the final launching and production, testing of the draft feature film and spots within respective focus groups, in order to identify drawbacks and improve the video before final release.
3. The final film and spots will be placed on TV and YouTube. On YouTube, it will include a short questionnaire, which will be designed for getting feedback of viewers on their potential behaviour change, followed by the video. The questionnaire will be provided by GIZ, the role of the consultant is to design it coherently with the film and spot, support the placement and advise and develop other possible simple tools for organization of better feedback collection.

**The Consultant is responsible for providing the signed declaration of consent of individuals who might be video recorded (to be provided upon signing the contact). The Transfer of Copyrights and the rights of use to GIZ is attached to the Contract.**

**b) Posters**

1. Provide recommendations as to where the posters are more effective to be positioned in the respective communities (which the company will have to research anyway when preparing the proposal for the film/spots).
2. In close consultation with MoNP and GIZ IBiS Programme develop content and design for 3 posters on the alternative use of forests, with possibility of linking the content of the film and/or creating a series of posters.
3. Present draft ideas, discuss and agree on the final content in close coordination with IBiS and MoNP.
4. Production of 100 units of posters and installation in places agreed with the MoNP and respective bodies. The posters should be metallic, of 100/70 cm size.

**4. Deliverables and time frame:**

1. Presentation of 2 draft creative concepts of the feature film and 1 draft concept for each of the 3 spots to GIZ IBiS and MoNP for identifying the final script.
2. Provision of the final film (15-20 minutes) and 3 x 1.5-min final spots on the value of forests and forest ecosystems in Armenia. The film and spots should be in Armenian with English subtitles and include all the technical requirements of GIZ.
3. Presentation of draft content/design of 3 posters.
4. Provision of final 3 posters as electronic files.
5. Installed xx (to be clarified with MoNP) posters in agreed locations.
6. In case of making photos for development of all the materials, provide all photos in high resolution to GIZ.

The assignment need to be implemented during the period October 25, 2018 – January 30, 2019, and should cover up to 43 working days as follows:

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|  | **Deliverables** | **Expert days (up to)**  | **Dates for submitting** |
| 1 | Draft concepts/scripts (2-3) presentation for the feature film | 3 | November 1, 2018 |
| 2 | Draft concepts for posters  | 2 | November 15, 2018 |
| 3 | Final film and 3 spots as files (including days for script, shooting, post-production and final editing) | 30 | December 10, 2018 |
| 4 | 3 final posters as files (including content and design) | 3 | January 10, 2019 |
| 5 | Installed xx units of posters  | 5 | January 25, 2019 |

A detailed time and work plan will be discussed and agreed with the consulting company based on the provided technical proposal.

**5. Steering and Reporting**

The entire process will be steered by GIZ Integrated Biodiversity Management, South Caucasus Programme. The Consultant will keep close liaison with GIZ IBiS Adviser and Team Leader, coordinating closely in all technical issues and concept/script development. Approval from GIZ and MoNP at each stage is a must before moving onto the next level. The Consultant will provide all the material (including raw material) to GIZ.

**6. Professional Requirements and Selection Criteria**

**Professional Requirements**

* Creativity/creative concept writing,
* Proven experience in video production,
* Proven technical video-shooting and editing skills,
* Samples of previous works/videos can be submitted on DVDs or links to the videos can be submitted (an option by e-mail might be considered).
* Pool of experts: an expert on biodiversity and forests should be involved. CVs of key experts attached to the project would be an asset.
* Team working skills,
* Strong networking skills,
* Previous projects implemented for international partners would be an asset,
* Experience and knowledge of environmental field in Armenia would be an asset.

**Selection Criteria**

* Demonstrated experience of producing short video clips for visibility purposes and social advertising,
* Demonstrated knowledge and practical experience in writing effective script/concept (samples to be attached),
* Proven existence of experienced and knowledgeable staff to accomplish the tasks and assignments (CVs to be attached),
* Proven experience of graphic design,
* Presentation of initial ideas regarding possible concepts for the film would be an asset.

**NOTE: The Consultant shall provide a Technical and Financial Proposal**