

Terms of reference (ToRs) for the procurement of services below the EU threshold

To produce two short films and teasers for the project's eco sensitive tourism sites to promote various eco sensitive tourism products and services	Project cost 11.2210.0.003.00	number/ centre:
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0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
ToRs	Terms of reference
HP-FES	Himachal Pradesh Forest Ecosystem Services
HPFD	Himachal Pradesh Forest Department
ES	Ecosystem Services

1. Context

The German Federal Ministry for Economic Cooperation and Development (BMZ) has commissioned Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to work with Himachal Pradesh Forest Department (HPFD) to implement the Himachal Pradesh Forest Ecosystem Services (HP-FES) Project on integrating the forest ecosystem services (FES) approach into forest management in Himachal Pradesh. Project activities have started from April 2016. Demonstration sites selection and baseline surveys were two key project activities to be accomplished before microplanning. The process of using FES approach in microplanning is an entry point for institutionalizing FES approach in management and planning processes of HPFD.

Forests provide people with numerous services and goods like fuelwood, timber, fodder, fruits etc. They also regulate abundant aspects of the environment such as water, air purity, microclimate, cultural and recreational services which benefit people in many ways. These goods and services are together termed as “Ecosystem Services” (ES). Eco sensitive tourism is an important cultural and recreational expression of ecosystem services. The HP-FES project has adopted an approach on empowering communities residing in two of the eco sensitive tourism project sites namely Shangarh and Hamta, by increasing their potential to manage sustainable eco sensitive tourism.

2. Tasks to be performed by the contractor

GIZ is seeking the services of movie makers (hereinafter referred as “the bidder”) to produce short films and teasers in both English and Hindi languages for the project’s eco sensitive tourism sites to promote various eco sensitive tourism products and services of the place and highlight project’s contribution to empower communities to manage sustainable eco sensitive tourism.

2.1. Approach: The film is outlined on the perspective of connecting to tourists and promoting the two sites through various social media channels targeting a wider group of audience. The entire film will be shot through actual field videography.

**The storyboard and script of the two films will be provided by the project.
All the GIZ guidelines for video production will be provided by the project.**

2.2. Requirements:

- a. All the required equipments with accessories for the film will be provided by the movie maker
- b. The permission for drone shooting will be acquired by the consultant
- c. Film should be produced strictly in line with GIZ’s guidelines for video production
- d. It should be produced in line with the storyboard, script and narration for the movie which is already developed by the project
- e. Film should be produced in both English and Hindi languages along with subtitles
- f. It should be produced at highest market-quality standards, high-definition, fast paced and colourful, with clean stylistic touches
- g. The entire process will be closely monitored by GIZ providing continuous review, comments and thematic inputs and support when needed

2.3. Important legal considerations

- a. The film material or its use should not infringe on the rights of third parties, such as the rights to privacy.
- b. GIZ should be fully entitled to use the film material supplied, that it is not subject to third-party rights, and that all the people depicted in the video consent to its publication. This consent should be obtained in writing. The consent form will be provided by GIZ.
- c. Make sure that there is no infringement in copyrights, for example by using music, photos or film material that have been created in a different context. The music used, should be exempted from GEMA charges and from royalties. Responsibility for obtaining the usage rights to a piece of music from a composer or rights holder lies with the consultant.
- d. The films can be used by partners or commissioning parties, must be specified in the rights of use.

2.4. Deliverables:

1. Two films (both English and Hindi): total running time 7-8 minutes each
2. Two teasers (both English and Hindi): total running time 2 minutes each

Deliverables	Proposed deadline
Briefing and pre-production which will include: <ul style="list-style-type: none"> ▪ Understanding the message, concept and script of the movie which is already developed by the project ▪ Understanding the GIZ guidelines for video production ▪ Finalising the locations and sets for the film 	Within 1 months from the date of contract award
Production which will include: <ul style="list-style-type: none"> ▪ Shooting the film shots in its entirety ▪ Shooting the film might be in phases, depending on the time duration of tourism activities is going on at the sites 	3 months from the date of contract
Post-production will include: <ul style="list-style-type: none"> ▪ The film is edited with suitable music, narration, sound effects, subtitles and any other effect as per the requirement ▪ The final film is produced in both English and Hindi languages along with subtitles ▪ The teaser is produced in both English and Hindi languages along with subtitles ▪ The final film is produced as per GIZ's guidelines for video production with all the important legal considerations ▪ The final film is produced at highest market-quality standards, high-definition, fast paced and colourful, with clean stylistic touches 	4 months from the date of contract

Assignment period- The assignment will be of total 4 months from the date of signing the contract.

To accomplish the above-described assignment, sub-contracting by the bidder will not be allowed.

3. Concept

The bidder is required to show how the objectives defined in Chapter 0 are to be achieved, if applicable under consideration of further specific method-related

requirements (technical-methodological concept). In addition, the bidder must describe the project management system for service provision.

Technical-methodological concept

Strategy: The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 0).

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter 0 are to be provided. In particular, the Institute is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 0.

Project management of the contractor

The bidder is required to explain its approach for coordination with the GIZ project.

- The contractor is responsible the permission for drone shooting
- The contractor makes available equipment and supplies (consumables) and assumes the associated operating and administrative costs.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.
The contractor reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018

In addition to the reports required by GIZ in accordance with AVB, the contractor submits the raw files of the following details:

- a. Two films in both English and Hindi languages each: 7-8 minutes each**
- b. Two teasers in both English and Hindi languages each: 2 minutes each**

The bidder is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the bid; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

4. Personnel concept

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points.

Eligibility Criteria for Firm

- The bidder should have a minimum of 5 to 7 years of demonstrated experience in

filmmaking

- The bidder should be at least a winner of national and international film awards & recognition at film festival
- Ability to produce rooted stories similar to the theme, the bidder should share video/s produced similar to the theme
- Previous experience with commissioned project of similar nature – The bidder should have worked with International development agencies/corporation/Govt. Department/Ministry of similar nature
- The bidder should be able to produce reference from projects/Portfolio ranked on creativity, content, understanding of theme, range of work
- The bidding organizations require an average annual turnover of 30,000 EURO over the last three financial years and must have employed as on 31.12.2019 at least 4 persons full time. In case of a consortium, the lead agency should meet the stated criteria.
- The technical assessment is also based on reference projects with a minimum commission value of 8,000 EURO.

Team

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs, the range of tasks involved and the required qualifications
The below specified qualifications represent the requirements to reach the maximum number of points

I. Director/Team Leader

Tasks of the Director

- Coordinating and ensuring communication with GIZ, providing regular updates for timely approvals.
- Envisage a way to translate script into a fully formed film according to the objectives, requirements and approach of the storyboard and script of the film, and then to realize the vision with which the message is best delivered to the target group.
- Ensures that all individuals involved in the film production have understood the objective, vision and approach of the film and are working with an identical vision to complete the film.
- Adhering to a production schedule.
- Working with the editor to create the film in its final form keeping in mind all the legal considerations for film production.
- Work with the sound design team, the music supervisor, and the visual effects team to ensure every postproduction decision is in line with your overall vision and GIZ's corporate guidelines for video production.
- Finalise the locations and the best angles/ speed of the shots for the film according to the story boarding.

Qualifications of Director

- Education/training (2.1.1): Degree in arts/film/communication design
- Language (2.1.2): Good business language skills in Hindi and English
- General professional experience (2.1.3): 10 years' experience of film production sector
- Specific professional experience (2.1.4): 5 years of experience in short film production
- Ability to operate under strict time limits and apply high production and technical standards (2.1.5)

II. Associate Director

Tasks of Associate Director

- Coordinating and ensuring communication with GIZ, providing regular updates for timely approvals during director's absence
- Facilitating a smooth workflow in the team and ensuring that the work is being done strictly according to GIZ's guidelines for film production.
- Track daily Progress against the film production schedule
- Breakdown the script into a Shot-by-Shot Storyboard and assist the director in finalising the best locations and angles for the film according to the story board.
- Work with the Director and the Photographer/videographer to determine the shoot order and how long each scene will take to shoot.

Qualifications of Associate Director

- Education/training (2.2.1): Degree in arts/film/communication
- Language (2.2.2): Good business language skills in Hindi and English
- General professional experience (2.2.3): 8 years of experience in film production sector
- Specific professional experience (2.2.4): 5 years of experience in short film production
- Ability to operate under strict time limits and apply high production and technical standards (2.2.5)

III. Photographer/videographer

Tasks of photographer/ videographer

- Assists the Director by establishing the visual look of the movie.
- Edit captured video to tell concise, visually pleasing stories in accordance to the required objective for each shot.
- Record important events using camera, drone, lighting, and audio equipment's such that the events are covered in the best possible way.
- Analyse and decide how to compose a subject
- Use various photographic techniques and equipment
- Explore unique and the most effective angles for each shot
- Capture subjects in commercial-quality photographs
- Making sure that consent forms (will be provided by GIZ) are being signed by people before taking their shots.
- Enhance the subject's appearance with natural or artificial light

Qualifications of Photographer/videographer

- Education/training (2.3.1): Degree in arts /film/ journalism, television, videography/ photography
- Language (2.3.2): Good business language skills in Hindi and English
- General professional experience (2.3.3): 8 years' experience extensive knowledge of cameras, lenses, and lighting, as well as the ability to operate cameras in different settings
- Specific professional experience (2.3.4): 5 years of experience in short film production
- Ability to operate under strict time limits and apply high production and technical standards (2.3.5)

IV. Production Manager

Tasks of production manager

- Oversees and manages the overall operations of film production and manages any requirements of equipment's/ lights/ reflectors etc. so that the requirements of the shot are best met according to the story boarding and objective of the film.
- Assist in daily production tasks and ensure the production schedules are met

- Looks over scripts and discusses production ideas in a way that the shots are able to convey the required message in the storyboard. `
- Working closely with Directors and other crew members and managing any sort of additional requirement for shooting.

Qualifications of Production Manager

- Education/training (2.4.1): Diploma in film / TV production
- Language (2.4.2): Good business language skills in Hindi and English
- General professional experience (2.4.3): 5 -7 years of professional experience in film production sector
- Ability to operate under strict time limits and apply high production and technical standards (2.4.4)

V. Editor

Tasks of the editor

- Reading the scripts and going thoroughly through the GIZ's corporate guidelines to understand the vision of the Director, objective of the movie and the specific requirements of GIZ.
- Visiting set locations during filming.
- Reviewing footage and selecting scenes according to the vision.
- Trimming segments of footage.
- Collaborating with Sound Editors, Sound Effects Editors, and Cinematographers.
- Making revisions as per the request of the Director.
- The narration of each scene of the film should be accompanied by subtitles.
- Regular updates should be shared with GIZ for timely approvals of the scenes and shots of the film.
- Editing of the scenes should be done in such a way that it conveys the message to the target group in the best possible way.
- The final teasers and films should be completely in line with GIZ's corporate guidelines and all legal considerations should be kept in mind.
- The final teasers and films should be produced in both Hindi and English languages.

Qualifications of Editor

- Education/training (2.5.1): Degree in related field or equivalent professional
- Language (2.5.2): Good business language skills in Hindi and English
- General professional experience (2.5.3): 5 years' experience in broadcast, media or related industry.
- Specific professional experience (2.5.4): 3 years of experience in short film production
- Ability to operate under strict time limits and apply high production and technical standards (2.5.5)

The bidder must provide a clear overview of all proposed short-term experts and their individual qualifications.

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Communication skills
- Sociocultural competence
- Interdisciplinary thinking
- Visualisation skills

5. Costing requirements

Assignment of personnel

The movie shooting will simultaneously take place on the mentioned sites (Shanghar and Hamta, Himachal Pradesh); hence **two teams** comprising of experts will be required for the shooting at the production stage.

1. Briefing and pre-production for Shangharh and Hamta at Briefing in the HP-FES office, Shimla		
Experts	No of Days	Place of assignment
Director	4	Shimla, Himachal Pradesh
Associate Director	4	
Photographers/videographers	4	
Production manager/ sound recordist	4	
Editor	4	
2. Production for Shangharh- The production can be in phases depending upon the activities at the two sites		
Director	5	Shanghar, Himachal Pradesh
Associate Director	15	
Photographers/videographers	15	
3. Production for Hamta- The production can be in phases depending upon the activities at the two sites		
Director	5	Hamta, Himachal Pradesh
Associate Director	15	
Photographers/videographers	15	
4. Post-production and final movie and teaser ready for Shangharh - For review, travel to Shimla		
Director	5	Consultant's base location and Shimla, Himachal Pradesh
Associate Director	10	
Photographers/videographers	5	
Editor	10	
5. Post-production and final movie and teaser ready for Hamta - For review, travel to Shimla		
Director	5	Consultant's base location and Shimla, Himachal Pradesh
Associate Director	10	
Photographers/videographers	5	

Editor	10	
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Travel

The bidder is required to calculate the travel by the specified experts and the experts it has proposed based on the places of performance stipulated in Chapter 0 and list the expenses separately by daily allowance, accommodation expenses, flight costs and other travel expenses.

Workshops, training

- NA

6. Inputs of GIZ or other actors

GIZ and/or other actors are expected to make the following available:

- Basic trainings logistics
- Transportation on site with own project vehicle

7. Requirements on the format of the bid

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) is to be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English (language).

The complete bid shall not exceed 30 pages (excluding CVs).

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages. The CVs must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English (language).

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all applicable costs (fees, travel expenses etc.). The price bid will be evaluated based on the specified lump sum price. For our internal costing and any further commissions, please also provide the daily rate which the prices are based on. A breakdown of days is not required.

8. Annexes

Story boarding Shanghar
Story Boarding Hamta
GIZ Corporate Guidelines