

TOURISM ADAPTATION PROJECT

TERMS OF REFERENCE

Consultancy for Producing Video Spots for Tourism Adaptation Project

Background to scope of works

One of the main success indicators of the Tourism Adaptation Project is to increase the “number of tourism operators who invest in concrete initiatives that enhance their climate risk resilience, based on guidance provided by the project”. In order to achieve this goal, the project has carried out many assessments and has already produced guidance documents in the area of water management and waste management in the Maldivian Tourism Industry. To ensure that guidelines in these documents get implemented by the operators, it is imperative that recommendation in these guidance documents be shared as widely as possible.

This year’s world tourism day celebrations are being hosted by Maldives on 27th September 2013 and the theme for this year is **Tourism and Water: Protecting our Common Future**. This provides a great opportunity to disseminate the findings and recommendations in the report produced under the TAP project on water and waste water management in the Maldivian Tourism Sector.

The purpose of this consultancy is to present the findings and recommendations in the report on water and waste water in the form of a video clip of 5 -10 minutes and to develop a video clip of 5 – 10 minutes capturing the main objectives of the TAP project.

Scope of work

The scope of work for the consultancy will include, but not necessarily be limited to, the following activities:

1. Video Clip based on the water and waste water report

- Develop a script for the video clip based on the report on water and waste water management attached with this ToR and interviews with relevant stakeholders of the TAP project such as project director, project manager, representatives of Ministry of Tourism Arts and Culture and UNDP and Tourism Operators.
- Once the script for the clip is approved, shoot interviews and sceneries as per the script.
- Travel to locations identified in the script to shoot interviews and sceneries
- Produce the video clip as per the script with English subtitles and narration

2. Video Clip to capture objectives of the TAP project

- Develop a script for the video clip based on the project document of TAP attached with ToR and interviews with relevant stakeholders of the TAP project such as project director, project manager, representatives of Ministry of Tourism Arts and Culture and UNDP and Tourism Operators.
- Once the script for the clip is approved, shoot interviews and sceneries as per the script.
- Travel to locations identified in the script to shoot interviews and sceneries
- Produce the video clip as per the script with English subtitles and narration

Outputs

1. **Script of Video Clip based on the water and waste water report**

- The script should be developed based on the report produced under the TAP project and interviews with relevant stakeholders
- The script should capture the current water management practices, challenges and recommendations for water conservation, sustainable use and increasing the resilience of water management to withstand the effects of climate change.

2. **Video Clip based on the water and waste water report**

- The video clip should be produced as per the approved script.
- The Video clip should 5 – 10 minutes long
- The clip product should:
 - ✓ be an English Language production
 - ✓ be In high definition and broadcast quality
 - ✓ be submitted as 2 Master DVDs and 2 copies (in DVD format)
 - ✓ comply with guidelines of Ministry of Tourism Arts and Culture and UNDP
- It will be the responsibility of the provider to gain the necessary copyright for any music used in the clip.

3. **Script of Video Clip to capture objectives of the TAP project**

- The script should be developed based on the project document of TAP and interviews with relevant stakeholders
- The script should capture the justification, strategy and goals for the project. It should creatively explain how the project aims to achieve the outcomes of the project.

4. **Video Clip to capture objectives of the TAP project**

- The video clip should be produced as per the approved script.
- The Video clip should 5 – 10 minutes long
- The clip product should:
 - ✓ be an English Language production
 - ✓ be In high definition and broadcast quality

- ✓ be submitted as 2 Master DVDs and 2 copies (in DVD format)
- ✓ comply with guidelines of Ministry of Tourism Arts and Culture and UNDP
- It will be the responsibility of the provider to gain the necessary copyright for any music used in the clip.

Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required
Draft Script of Video Clip based on the water and waste water report	1 week	29 th August	Project Manager and UNDP Program Analyst
Draft script of Video Clip to capture objectives of the TAP project	1 week	29 th August	Project Manager and UNDP Program Analyst
Final Script of Video Clip based on the water and waste water report	1 week	5 th September	
Final script of Video Clip to capture objectives of the TAP project	1 week	5 th September	
Rough Cut of the Videos	1 week	12 th September 2013	
Approved Rough Cut	3 days	17 th September	
Video clips with Subtitles and Narration	1 week	24 th September	
Approved Video Clips	2 days	27 th September	

Duration

The expected duration for the consultancy is 25 working days.

Management Arrangements

The consultancy firm will be directly responsible to the Project Manager of the TAP project, under the guidance of staff from UNDP environment and energy unit.

Final acceptance and certification and approval of the output submitted by the consultancy firm will be done by the Ministry of Tourism Arts and Culture and UNDP.

The consultancy firm shall meet with Ministry of Tourism Arts and UNDP, every fortnight to discuss progress on the work plan of the project

Eligibility Requirements

Interested firms for the consultancy should meet at least the following requirements:

1. Demonstrate a sound record in providing consulting services for similar multi-media productions.
2. Minimum of 5 years' experience in designing multimedia materials, and undertaking similar types of creative projects.
3. Proven multimedia design and artistic skills preferred in the team
4. Past experience with UNDP /UN/International organizations would be an asset.

Criteria for Selection of the Best Offer

The following will serve as basis for evaluating offers:

- a) Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%; or

Applications

Interested candidates should submit a letter of application with a full CV, including a copy of a valid ID card and names of two referees to the following address on or before 22nd August 2013 to:

Mr. Moosa Zameer Hassan,
Deputy Director General,
Ministry of Tourism, Arts and Culture,
5th Floor, Velaanaage,
Male', Republic of Maldives.

Email: zameer@tourism.gov.mv