

Terms of Reference (ToR) for the PROMISE Project Video

About the Project: [Prevention of Marine Litter in the Lakshadweep Sea \(PROMISE\)](#) is a 4-year project (2020-2024) supported by the European Union (EU) under the SWITCH Asia Programme. Tourism industries have been identified as major contributors to marine litter due to high consumption rates of fast-moving consumer goods (FMCG) and convenience products wrapped in single-use plastic packaging. In many touristic regions of the global south, this is aggravated by the absence of effective policy frameworks, a lack of consumer awareness and insufficient capacities of local authorities to handle the increasing solid waste. The Maldives, Sri Lanka and India have undergone substantial growth in tourism clusters located along their shorelines of the Lakshadweep Sea. While this has increased the economic well-being of the local population, these developments have also come at a high price.

Project Video Objective:

The project video seeks a skilled Professional Videographer to craft a compelling narrative encapsulating the journey and impact of the project. The video will cover the activities of the project as well as the impact on the ground and include testimonies from selected SMEs, policy makers, financial institutions, consumers and project team members.

The video will be used to disseminate the project learnings, success including waste minimization and cost savings results. The video will also be used to highlight the Lakshadweep Zero Waste Alliance (LOWA), a regional alliance set up as part of the project, which will continue similar activities in the region. Through this it is expected that project's success will be amplified and continued support and collaboration among stakeholders will be fostered.

Activities:

- Coordinate with project team for finalize travel and shoot schedules.
- Travel to various locations in Maldives, India, Sri Lanka to capture multimedia to effectively demonstrate the activities and outcomes of the PROMISE project.
- Capture quotes from the MSMEs' leader/ manager, and video / photographs of MSMEs doing their day to day activities and their progress, in particular the impacts they have made from implementing resource efficiency activities.
- Capture video / photographs of project events such as workshops, dialogues, beach cleanup, etc.
- In the shooting preparation, project team will provide a summary of each MSMEs, including their main business area and any aspects relating to social, environmental and economic objectives.
- Coordinate with project team for translation of final footages.
- Get consent forms signed from all the people and MSMEs interviewed and showcased in the video and submit to adelphi.

Deliverables:

Service	Description	Units
Project video (Long)	15-20min Extended version of project including all project activities and testimonies.	1
Project video (Short)	3-4 min Short version showcasing project approach and achievements and couple of testimonies.	1
Photographs	High resolution good quality photographs (total) of project implementation at SMEs, events (workshops, dialogues, beach cleanup, etc.)	150+

Following topics must be covered in the video, the sequence should be discussed between team member & videographer (developed in collaboration with adelphi and TERI).

- **Introduction:** project funded by, multi-country project, different partners
- **Objective:** project objective
- **Activities brief:** Different activities can be also combined within video testimonies of project managers.
- **Implementation process:** waste minimization measures implementation approach in industries (can be clubbed with one of the Project Manager testimony).
- **6 case studies:** onsite video of SCP measure implementation, two MSMEs per country, industry representative testimony, explaining one technology implementation per country and annual monetary savings contributed from total number of implementations carried out at their industry, also one or two MSMEs showcasing support from the project team on Access to Finance to implement high-cost resource saving measures.
- **Other activities**
 - Interview Technical Consultant
 - Financial Institutions – Interview one Bank representative
 - Policy Dialogue – Interview with the stakeholders
 - Video testimonies of EU Delegation
- LOWA creation, launch and activities
- Achievements (Project outcome stats)

Technical requirements of deliverables

Final output: Final video outputs to be in Full HD 1080.

- Final video versions and photographs to be delivered by large file transfer to adelphi team. adelphi team may also request the working project files and all associated linked media.

Raw footage: All raw film footage must be captured in Full HD 1080.

- All raw footage, audio and images, to be delivered via large file transfer such as

Dropbox or BOX or via post on a hard drive. A copy of all original materials should remain with the video team until it has been securely backed up on the adelphi's server.

- The following basic formats are required
Film footage .MOV format or .MPEG4 or any commonly used format
Audio if captured separately .WAV or .MP3 format

Organisation of material: All materials must be included in folders clearly labelled and dated.

- Footage and Audio (if captured externally) is to be named and ordered in alphanumerical format. Starting at 1 (e.g. abc0001.mov or abc0001.wav)
- In the event that audio is captured externally, file numbering must allow for easy identification for audio syncing.
- All material captured, including video files, audio files and any photographic images, should be provided to adelphi in an organised and easy to understand format, following completion of the services.

Audio files: All audio must be clear and free from background noise as much as possible.

Translations/Subtitles: The videos will be in English language with the English voiceover and subtitles when necessary, for example when the speaker uses a different language (Dhivehi, Hindi, Malayalam, Sinhala and Tamil). The second version of the videos will have only English subtitles (no English voiceover required).

Translations can be produced in collaboration with PROMISE local project partners.

Property ownership: Media captured including all film, audio and photographs (edited or raw) remain the property of adelphi, consortia partners and the EU, and cannot be used for any other purposes than this contract.

Timeline:

Task	Deadline
Deadline for applying	17 April 2024
Selection of the videographer	23 April 2024
Finalising the contract	30 April 2024
Finalizing the storyline	25 May 2024
In-country Video shoot	June – September 2024
First draft of videos ready	End-October 2024
Final videos	Early-November 2024

How to Apply:

The offer should include

- Detailed **curriculum vitae** of two experts (Lead and Support staff) with video references (links). Experts should have competences in similar development project videography, animation, video editing, story narration, should possess all needed technical equipment.
- Two-three pages of **cover letter** including explaining strengths of the applicant/applicant organisation, experience in working on similar project videos and client testimonies.

- **Financial offer/quotation** including following:
 - Expert days and daily rates
 - International travel (India, Maldives, Sri Lanka)
 - Local travels within project countries
 - Accommodation
 - Per diems
 - Visa and permissions
 - Any other costs

The assignment should be executed between May to December 2024, in close coordination with the project team.

If you are interested in this assignment, please send your offer until **17th April 2024 before 22:00 IST** to Mr. Amarnath Munnolimath, Senior Manager, adelphi (PROMISE project) munnolimath@adelphi.de