

TERMS OF REFERENCE FOR CONTRACTOR

To produce four 15-minute educational videos to train land recipients about livelihood improvement and to produce two 10-minutes profile videos of land recipients

I. Overview

The Land Allocation for Social and Economic Development (LASED) Project is a project to support the implementation of the Royal Government's Social Land Concession (SLC) Program to distribute land to the landless and land poor through social land concession to improve livelihood of poor households and vulnerable groups. LASED implements Commune Social Land Concessions – a Commune Based Social Land Concession is a transfer of private state land to the poor for the purpose of residential and/or family farming initiated by a commune and its members¹: (i) Distribute state land suitable for agriculture, together with appropriate support services to qualified landless and land-poor households; and (ii) introduce and implement a transparent and standardized process for expanded implementation of locally initiated social land concessions.

The LASED initiative has notably succeeded in providing land for poor families, and in providing basic infrastructure to the new communities. However, more works remain to be done to help land beneficiary families better in social compatible and sustainable agriculture-based livelihoods that is the aim of the LASED II project.

The LASED II Project covers the 14 sites (in five provinces) where developed under the current LASED and JSDF NGOs sites and under LASED's Framework, plus one new site in the Dong Commune, Kampong Thom province. The Land Allocation for Social and Economic Development project (LASED II) was approved by the Board on May 19, 2016 (US\$25.06 million) and became effective on August 8, 2016. The project development objective is "to help improve target beneficiaries' access to agriculture resources and selected infrastructure and social services in project communities".

The project focuses on the investments of physical agricultural facilities and rural infrastructures as well as provides technical support services for their agriculture-based livelihoods' enhancement. The irrigation scheme is designed under the fact-finding of feasibility study and under the basic information of early field appraisal to prioritizes potential locations of structures, it is compulsory to assess also the environmental and social impacts inside and adjacent to the location, and socio-economic assessment.

The project makes specific provisions to support vulnerable households and would give particular attention to livelihood activities and particularly those that benefit women. The project implementation agencies are Ministry of Land Management, Urban Planning and Construction, the Ministry of Agriculture, Forestry and Fisheries, and the National Committee for Sub-National Democratic Development Secretariat (NCDDS).

In order to improve the efficiency of the project implementation, Communication Strategy is designed and plays its vital roles to disseminate information and raise awareness among key implementers, key beneficiaries and relevant stakeholders and help mitigate potential operational risks by: (a) raising

¹ [Sub-Decree 19 on Social Land Concession, Article 2.](#)

awareness of LASED II among potential project beneficiaries in participating provinces, and supporting the effective dissemination of information in appropriate formats and languages to project-affected communities and others involved in the process to ensure the transparency of land-recipient selection process; (b) developing information, education and communications (IEC) materials to help promote the participation and involvement of land recipients in planning and implementing project activities; (c) developing and disseminating information materials to help eligible land recipients comply with land titling documentation requirements; and (d) coordinating internal communication among the national and provincial LASED II implementation teams.

As stated in its Communication Strategy, LASED II has proposed a budget in its Annual Work Plan and Budget (AWPB 2019) **the LASED II project is to implement publicly competitive selection of video service provider to produce four 15-minute educational videos to train land recipients about livelihood improvement and to produce two 10-minute profile videos of land recipients.**

1. The Objectives of the video:

- To train land recipients about livelihood improvement.
- To raise awareness to the land recipients through the profile story of successful land recipients.

2. Target audiences

- Land recipients

3. Location of the assignment:

- The production will be based in the selected target provinces of LASED II, Kampong Thom, Kampong Chhnang, Kampong Speu, Kratie and/or Tbong Khmum province.

4. Qualification requirement:

- A bidder must have experience of managing entire production process.
- A bidder must have experience of producing educational stories.
- A bidder must have comprehensive background and knowledge on Social Land Concession, People's Livelihood Improvement, Social Works, etc., and have professional film production in a related field.
- Gender sensitive is preferable.
- Able to work in both English and Khmer (the final product should be in Khmer with English Sub-title).

5. Key requirements for the output delivered by the Production Company

- All bidders are required to prepare the followings:
 - A technical proposal consistent with the above output to be delivered by the Production Company:

- Business registration certificate
- Patent certificate
- Company profile
- Quoted price and details schedule.

6. Work Plan

Once selected, the Vendor will provide a concept note based on initial discussions, including:

- Concept, storyboard, script, interviewee questions and examples of expected look and feel.
- Projected production timeline based on a final delivery date October 31, 2019.
- Professional services of entire production, including storyboard and script development, graphic design/motion graphics, and post-production (editing, translation, subtitling, stock b-roll shots, music, rendering)
- Note that the Vendor will have to provide an instruction note to the LASED II team who will be gathering interviews and b-rolls from their respective sites, such as:
 - Deadline to submit the interviews and b-rolls
 - Interviewer profiles
 - Ideal backdrop, locations
 - Technical details – lighting, angles, video format, etc to maintain consistency across the footage
- The Vendor will gather all the materials (interviews and footage) and edit it into one 15 minutes video.

7. Timeline

- An expected first video draft for comments will be shared by **October 15, 2019**
- Final approved files will be delivered by **October 31, 2019**

8. Deliverable

- Inception report agreed with the management/assign TWG of LASED II.
- Submit to client the zero draft of either script or initial clip.
- Script/storyboard of the proposed educational videos, agreed with the management/assign TWG of LASED II.
- Testing its clip to ensure the quality and times cover all features of LASED II.
- The final educational videos must be in High Definition (HD) 1080 p and 720 p.
- Final 3 DVDs each video with high quality is delivery for LASED II.

II. Budget

- Please send quotation with budget breakdown to LASED II