

Terms of Reference (TOR) – Video Production Service

Project for Enhancing the Recognition of GAP by Partnership with ASEAN

I. Background

In ASEAN region, each government of member countries has formulated Good Agricultural Practice (GAP) for each country with reference to the ASEAN GAP and is trying to disseminate GAP activities to producers. There are still areas in ASEAN region, however, where the concept of GAP isn't recognized well among producers, processing / distributors, and consumers.

Taking this situation into account, the “Project for Enhancing the Recognition of GAP by partnership with ASEAN” aims to contribute to:

- Promoting sustainable agricultural production in ASEAN region, by disseminating the contents of GAP schemes.
- Developing a common recognition of the GAP by disseminating and utilizing international-level GAP schemes in ASEAN countries with the purpose to promote new export business by farmers, processors, distributors, and retailers in ASEAN countries.

GAP project has been commencing since 2019 to enhance the recognition of GAP among government officials and private sectors in the ASEAN region through exchanging information and opinions and conducting a survey on the needs of GAP certification.

As part of GAP Project's purpose of growing and fostering common understanding and awareness of GAP initiative and certification, we would like to create a video to introduce and promote the activities of a GAP certified farm in the ASEAN region. This video will be uploaded on social media platform. Therefore, GAP Project is looking for a company to provide a service in producing a video about the activities of GAP certified farm.

II. Scope of Work

1) General Works

- a) GAP Project will provide the concept of video and information of the target farm.
- b) The selected vendor shall handle the arrangements related to the video production.
- c) The selected vendor shall coordinate and work closely with the Project Coordinator and Assistant Project Officer of GAP Project throughout all the process.

2) Detailed Works

- Shooting Arrangement
 - a) Make a detailed concept, script, and storyboard for the video by coordinating with GAP Project and target farm.
 - b) Handling the flow of work for video production.
 - c) Arranging the shooting schedule with the target farm.
 - d) Organizing the crew and necessary equipment for the shooting.
 - e) Managing the travel arrangement to the target farm.
- Shooting and Editing
 - a) Shooting the video at the target farm.

- b) Hiring a narrator and record the voiceover for the video.
- c) Edit the video and add English subtitles to the video.
- d) Prepare the video in 2 versions: short ver. (approx. 5 min) and long ver. (approx. 10-20 min)
- Delivery of the Video
 - a) Deliver the video files in MP4 format and the script of English subtitles to GAP Project.
 - b) Delivery for video shall be in the first week of January 2022 at the latest.

III. Qualifications

Taking into consideration the scope of work and required activities, applicants shall meet the following criteria:

- a) The applicant should be a reputable company with minimum 5 years of experience and expertise in video production, preferably for video in agricultural field.
- b) The applicant have a knowledge of food industries in the Southeast Asia region is preferred.
- c) The applicant that is based in Thailand is preferred because the target farm for shooting located in Thailand.
- d) The applicant should have an excellent verbal and written communication skills in English, capable of closely interacting with the ASEC and Project's members.

IV. Requirements

The applicants shall provide and submit:

- a) Company profile and list of previous clients for similar projects.
- b) Sample of previous work in video production for similar projects.
- c) Quotation in USD exclude VAT 10%.

For Indonesian vendor, Quotation in IDR exclude VAT 10%.

- d) Attach this TOR to your quotation with your signature below.

V. Timeline

The below timeline is subjected to change according to the circumstances.

No.	Description	Dec-21					Jan-22
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 1
1	Shooting Arrangement						
2	Shooting and Editing the Video						
3	Delivery of Video						

VI. Expected Deliverables

The selected company shall deliver:

- a) The video files in MP4 format for both versions: short ver. (approx. 5 min) and long ver. (approx. 10-20 min).
- b) Script of the English subtitles in MS Word format.

VII. Terms of Payment

The payment of the Service Fee shall be made in the following Payment Schedule:

1. First payment of service fee for 40% from the total amount of cost shall be paid to the selected vendor three weeks after the issuance of Purchase Order (PO).
2. Final payment of service fee for 60% from the total amount of cost shall be paid to the selected vendor three weeks after the delivery of Expected Deliverables.

VIII. Condition

The applicants shall agree to be bound and sign the Terms of Reference (TOR) with all requirements provided therein.

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Vendor:

Date: