



TERMS OF REFERENCE

Consultant for Videos Production of the ASEAN Socio-Cultural Community (ASCC) Strategic Plan

A. BACKGROUND

The ASEAN Socio-Cultural Community (ASCC) Pillar plays a vital role in realising a people-oriented, people-centred ASEAN by enhancing the quality of life, inclusivity, and resilience of its citizens. As the region moves towards 2045, the ASCC Strategic Plan charts a forward-looking vision that builds on past achievements while responding to emerging challenges and opportunities.

The ASCC Strategic Plan is comprised of 12 Strategic Goals, 16 Objectives, and 112 Strategic Measures across 20 Key Result Areas. It outlines ASCC priorities and goals for the next decade, focusing on advancing human and sustainable development to improve the quality of life and overall well-being of the people in the region. There is a need to translate these into communication materials that simplifies and visually communicate the ASCC Strategic Plan to a broad range of stakeholders, from high-level policymakers to the general public.

To ensure that the ASCC Strategic Plan is not only understood but also embraced by a wide range of stakeholders – from policymakers and regional partners to youth, communities, and civil society – there is a need to develop compelling and accessible communication materials. These materials will translate the ASCC Strategic Plan's goals and objectives into narratives and human-interest stories that inspire engagement, ownership and support across all levels. This entails developing content that can further explain the Strategic Plan to ensure better understanding and appreciation of its significance and relevance.

In this regard, the Project on Supporting the Development of the ASCC Strategic Plan will develop five (5) videos (one documentary and 4 animation videos) that aim to present a clear and visually engaging overview of the Strategic Plan, highlighting its key components and explaining how the ASCC will continue to drive inclusive progress, resilience, and community well-being in the decades to come.

A documentary video will showcase the development process of the ASCC Strategic Plan that builds on the foundation of the ASCC Blueprint 2025 and integrates key insights and recommendations from the ASCC Survey, End-Term Review (ETR), Mid-Term Review (MTR), and extensive stakeholder consultations. These processes underscored the importance of inclusive policy implementation, strengthen mechanisms, and responsiveness to emerging regional and global challenges. Moreover, one (1) long-form animation video will feature an understanding of the

strategic goals, objectives, measures of the ASCC Strategic Plan and its implementation and review mechanism, along with three (3) short animation, targeted videos for social media, focusing on (3) thematic clusters, namely a) People-Centred and Inclusive; b) Dynamic and Resilient; and c) Sustainable and Innovative. The animation videos will articulate the ASCC Strategic Plan's structure, strategic direction, implementation mechanism, and regional relevance.

B. NEED AND OBJECTIVES

The video production aims to:

1. Raise awareness among ASCC stakeholders and the wider public about the strategic goals, objectives, key result areas, and measures of the ASCC Strategic Plan;
2. Promote engagement and facilitate better understanding of the ASCC's people-centred and people-focused approach by visually capturing highlights and envisioned milestones or outcomes of the ASCC Strategic Plan;
3. Increase support and stakeholder ownership for the implementation and sustainability of the ASCC Strategic Plan.

The vendor will be working closely with the ASCC Monitoring Division under the ASCC Analysis and Monitoring Directorate of the ASEAN Secretariat. The outputs are expected to be finalized by the 1st week of August 2025.

The documentary video is expected to raise awareness, foster stakeholder ownership, and communicate the benefits of the ASCC. It will be presented on the Regional Forum to Popularise the ASCC Strategic Plan scheduled for in August 2025.

The **aims of the documentary video** are:

- To document and showcase the inclusive and participatory process behind the development of the ASCC Strategic Plan.
- To highlight regional ownership, shared commitment, and the diverse voices that shaped the Strategic Plan.
- To build trust and establish relevance of the ASCC among citizens and stakeholders by showing that the ASCC Strategic Plan addresses issues in ASEAN communities.
- To contextualize the Strategic Plan within broader regional and global megatrends, such as climate change, digital disruption, demographic transitions, and post-pandemic recovery.
- To demonstrate how the Strategic Plan will benefit ASEAN citizens through improved services, stronger social protection, environmental sustainability, and regional cooperation.

Furthermore, the animation videos are expected to effectively communicate the ASCC Strategic Plan's complex elements through animation tailored for digital and public outreach.

The **aims of the long-form animation** video are:

- To provide a clear and easy to understand information and background of the ASCC Strategic Plan, including its structure, strategic direction, and alignment with the ASEAN Community Vision 2045.
- To inform stakeholders about the implementation mechanism of the Strategic Plan by highlighting the roles of ASEAN Organs, sectoral bodies, SOCA, and national secretariats
- To demonstrate how the Strategic Plan enables cross-sectoral and cross-pillar collaboration, promotes partnerships, and supports inclusive engagement from governments, civil society, and external partners.

Meanwhile, the **aims of the short animation videos** are:

- To introduce the Strategic Plan's key themes in bite-sized, visually appealing formats suitable for social media and public sharing.
- To connect with younger audiences and digital platforms.
- To position ASCC's strategic actions and initiatives within the context of emerging megatrends that affect lives today and shape tomorrow.
- To make the relevance of the ASCC Strategic Plan more visible and relatable to everyone in the region.

C. SCOPE OF WORK/ SERVICE

Pre-Production / Inception/ kick-off meeting

1. Familiarise with the ASCC Strategic Plan and relevant documents and participate in an inception meeting with the ASEAN Secretariat to discuss and align the overarching objectives and key messages of the documentary and animation videos.
2. Present a preliminary concept and initiate brainstorming to develop the concept and outline for the videos.

Development of concept, script and storyboard

3. The consultant will refine and elaborate the storyline to ensure alignment with the objectives of the documentary and animation videos.
4. Develop scripts and storyboards, including define visual elements, transitions, and key details of each scene.
7. Submit draft script and storyboards, including presentation of the storyboard, if necessary.
8. Revision of the script and storyboard by incorporating feedback from the ASEAN Secretariat, AHWG and SOCA.

Post-Production including development of the first versions of the videos

9. Conduct video shoot/production in identified ASEAN Member States with selected stakeholders.
10. Develop the first versions of the documentary video and animation videos
11. Add subtitles, background music, motion graphics, and visual ASEAN and JAIF identifiers.
12. Embedding of subtitle translations in Bahasa, Myanmar, Filipino, Khmer, Laos, Malay, Thai, and Vietnamese, the consultant will require to submit in Word version first to be reviewed by the ASEAN Secretariat and key stakeholders before embedding it to the videos in the first video draft.
13. Submission of the first versions of the videos.

Revision and finalisation of the videos

14. Revision of the videos to incorporate comments and feedback on the 1st versions of the videos.
15. The engagement will require at least four video revisions.
16. Submission of finalised videos by end of July 2025 to allow ample time for approval.
17. Submission of production files, and associated assets in editable formats. This facilitates future updates or modifications and ensures the ASEAN Secretariat has full access to the content.

D. OUTPUTS AND DELIVERABLES

1. A fully produced, high-quality approx. 5-8 minutes documentary video in English, including subtitled videos in Bahasa, Myanmar, English, Filipino, Khmer, Laos, Malay, Thai, and Vietnamese.
2. One long-form animated video (approx. 4-7 minutes) produced in English, including subtitled videos in Bahasa, Myanmar, English, Filipino, Khmer, Laos, Malay, Thai, and Vietnamese.
3. Three short animation videos (approx. 2 minutes each) produced in English, including subtitled videos in Bahasa, Myanmar, English, Filipino, Khmer, Laos, Malay, Thai, and Vietnamese.
4. Final storyboard and script for the documentary and animation videos approved.
5. Animation assets and elements, including motion graphics elements, icons, background and custom illustrations created for the videos.
6. Raw and edited footage, production files, and associated assets with full usage rights.

E. PAYMENT SCHEME

The following activities will need to be undertaken to achieve the outputs presented above.

No.	Output	Payment Milestone
1.	Finalised script and storyboard approved by SOCA.	40%
2.	First draft of the videos upon acceptance of the ASEAN Secretariat	30%
3.	Final and approved versions of the videos by SOCA	30%
Total		100%

F. TIMELINE

The proposed timeline is specified as follows:

Timeline	Key Activity
1 st week of June	Inception meeting with the consultant
2 nd week of June 2025	Development of draft script for the documentary and animation videos
3 rd week of June 2025	Ad-referendum review by the AHWG for the script for the documentary and animation videos
3 rd week of June 2025	Ad-referendum review and endorsement of SOCA for the proposed script for the video and the animation
4 th week of June – 1 st week of July 2025	Development of the video, including in-country video production, and review process of the video by the ASEAN Secretariat and revision by the consultants
2 nd week of July	Consultation and review of the AHWG on the draft video documentary and animation
3 rd week of July 2025	Revision of the video documentation and animation video, including internal clearance at the ASEAN Secretariat
4 th week of July 2025	Final consultation and review of the video by the AHWG
1 st week of August 2025	Ad – referendum endorsement of SOCA on the video

G. PROJECT MANAGEMENT

This documentary video production is part of the ongoing project titled “*Supporting the Development of ASCC Strategic Plan*” funded by the Government of Japan through the Japan-ASEAN Integration Fund (JAIF 3.0). This project will be managed by the ASCC Monitoring Division of the ASEAN Secretariat. The consultant should be responsible for achieving the outputs,

deliverables, including preparing and organising the scheduled activities, in close consultation and collaboration with the ASEAN Secretariat.

H. QUALIFICATIONS/ REQUIREMENTS

The consultant can be an individual team or a team representing a firm, and should satisfy the following criteria:

- Video production, multi-media creative company or individual team with at least 10 years demonstrated experience in producing high-quality video documentaries and animated videos, particularly in the development, corporate, public policy, or social sector. Portfolio should include a minimum of three completed video production projects. All completed works should be in the English language.
- Should be based in an ASEAN Member State.
- Equipped with a team that is composed of a producer/creative director, scriptwriter, videographer, animator, and a video editor which satisfy the following criteria:

a. Producer / Creative Director – Please provide CV, portfolio and other evidence to satisfy the following:

- i. Bachelor's degree in film production, media arts, communication or a related field.
- ii. At least 10 years of experience in directing, managing and supervising video production and delivering end-to-end multimedia or video production projects, demonstrating strong creative and technical skills in cinematography, editing, and post-production processes.
- iii. At least five years' experience in leading a production or multi-disciplinary team as well as coordinating all phases of video production from planning to completion or delivery.
- iv. Experience working with organisations and companies, including international organisations, that deal with multiple and various stakeholders and developing informational, promotional or developmental videos.

b. Scriptwriter - Please provide CV, portfolios and other evidence to satisfy the following:

- i. Bachelor's degree in communications, Journalism, or related field.
- ii. At least 5 years' experience in writing scripts for video productions, including documentary videos, short videos, development-focused content or corporate videos.
- iii. Proven ability to translate technical or policy contents into stories, narratives, and visuals based on testimonials from previous clients.

c. Videographer – Please provide CV, portfolios and other evidence to satisfy the following:

- i. Bachelor's Degree or Diploma in Film, Video Production, Media Arts or related field.
 - ii. At least three years' experience in video production, including operating professional video cameras and equipment and handling location shoots.
 - iii. Proficiency and strong knowledge of visual composition, framing, lighting, blocking, and arranging video shoot set-ups based on testimonials from previous clients.
- d. Video Editor – Please provide CV, portfolios and other evidence to satisfy the following:
- i. Bachelor's Degree or Diploma in Film, Video Production, Media Arts or related field.
 - ii. At least five years' experience in video editing, including audio and subtitle syncing, color correction and editing, timing, and ensuring visual flow and consistency.
 - iii. At least five years' proficient experience in using animation software such as Adobe Premier Pro or similar software.
- e. Animator/ Animation Editor – Please provide CV, portfolios and other evidence to satisfy the following:
- i. Bachelor's Degree or Diploma in Animation, Multimedia Design, Creative Design or related field.
 - ii. At least three years' experience producing 2D or 3D animations for informational, promotional or developmental videos.
 - iii. At least three years' proficient experience in using animation software such as Adobe After Effects or similar software.

I. ADDITIONAL NOTES ON TERMS AND CONDITIONS OF THE PROJECT

1. All information related to this project that the contractor may access while carrying out their duties is the property of the ASEAN Secretariat. The ASEAN Secretariat retains exclusive rights to the use of this information. Unless used specifically for the purposes of this assignment, the information must not be shared publicly or used in any other way without prior written approval from the ASEAN Secretariat, in accordance with applicable national and international copyright laws.
2. Any future publications in any form of intellectual property rights (including but not limited to patents, copyright, and any related rights) submitted by the Contractor to ASEAN arising out of or in connection to the services performed by the contractor to ASEAN shall belong to the ASEAN Secretariat under the name of ASEAN only.
3. As an intergovernmental organisation, ASEAN shall not be responsible for any tax(es), levy, tax claim or any tax liability which may be imposed by any law in

relation to any amount payable by the ASEAN Secretariat. This means that ASEAN Secretariat has no tax identification, is tax-exempt (including withholding tax) and is a non-tax withholding entity. ASEAN Secretariat will provide proof of tax-exemption status to the contractor, as needed.