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## JOB TITLE

## Consultancy for production of a short film/video about HKI’s Enhanced Homestead Food Production Program in Son La, Vietnam

#### TERMS OF REFERENCE

**Background**

Helen Keller International (HKI) is an international non-governmental organization. Its mission is to save the sight and lives of the most vulnerable and disadvantaged by combating the causes and consequences of blindness and malnutrition. We do this by establishing programs grounded in evidence-based research in eye health and nutrition.

HKI-Vietnam is conducting a 3-year project: “*Improved Household Food Security and Nutrition through Enhanced Homestead Food Production in Son La Province, Vietnam***”** (EHFP). The EHFP model’s ultimate goal is to improve the nutrition and micronutrient status of mothers and children under two years of age in Tan Lang commune, Phu Yen district, Son La Province via: behaviour change communication, nutrition education and agricultural training, and the production and consumption of micronutrient rich foods by establishing homestead food production

**Objectives of program:**

* To improve year-round production and consumption of micronutrient-rich foods among target households, particularly among women and children under two years of age;
* To improve optimal maternal and child nutrition behaviours;
* To generate additional household income from sale of excess HFP produce;
* To empower participating women to contribute to the improved nutrition and well-being of their families and in their communities.

As part of the communication activities, HKI would like to invite professional filmmakers to produce a short video film about the EHFP program in Son La to capture the nature and problem before and during initial intervention activities take place

**Goal and objectives of the consultancy:**

The end goal of the consultancy is to produce an effective and creative video on HKI’s EHFP program in Son La province, Viet Nam. The video should be able to address project’s problems and current status before and during some initial interventions conducted, best practice, lessons learnt and the potential investment opportunities.

Requirements for the video:

* Should reflect the nature of the problem, the project activities/progress
* Should be able to produce tailored-made videos that may feed different target audiences if required: donors and mass media for communication

**SCOPE OF WORK**

In carrying out the consultancy, the successful filmmakers shall undertake the following key tasks:

* Review the existing materials and publications on investment promotion and consult with relevant stakeholders
* Develop a concept, story board and script for the video with proposals on ideal duration for the video
* Finalize the design/direction and production of the video presentation. Sourcing of relevant video footage, photography, narration, etc. will be the responsibility of the designer
* Carry out the design and production of the video, Vietnam. Sourcing of relevant video footage, photography, narration
* Go to Phu Yen, Son La Province in 3rd week of June 2014 to film project activities.
* Produce a creative film

**DELIVERABLES**

* A quality 3-5 minute video with the requirements mentioned above

**TIMEFRAME:**

Tentative timeline: June 2014

* Review, Design and produce script: week 2, June 2014
* Field trip: 3rd week of June in Son La province, Vietnam
* Production and editing: June - July 2014

**Qualification requirements:**

***Experience***:

* Minimum 5 years of recognized expertise in mass media
* Proven multimedia design and artistic skills preferred
* Experience in development in Viet Nam, especially in child health care
* Gender equity
* Fluency in English and Vietnamese language

**Budget:** The fee for consultant will be negotiated and applied following HKI Vietnam regulations.

The interested consultant or consultancy companies, please submit:

1. A letter of interest;
2. CV
3. Financial Proposal;
4. Supporting documents (if any)

To:

**Helen Keller International Vietnam**

**Room 103, B5 building, Van Phuc Diplomatic Compound,**

**298 Kim Ma, Hanoi, Vietnam**

Email: [nthanh@hki.org](mailto:nthanh@hki.org); [lquynh@hki.org](mailto:lquynh@hki.org) and Cc: pngoc[@hki.org](mailto:ha.nguyenhai@plan-international.org)

The deadline for submitting the application will be on 30 May, 2014.

Only short-listed consultants will be contacted.