



## AgResults Vietnam Emissions Reduction Pilot

### Terms of Reference for Infographic Animation Production

#### 1. Introduction

As an agricultural-based economy, rice production and export play a key role in creating jobs and livelihoods for more than 70% of the population of Vietnam. According to the United National Framework Convention on Climate Change, the agriculture sector accounts for 33% of total non-carbon dioxide GHG emissions, of which rice cultivation accounts for approximately 50%. To address this challenge, the **AgResults Vietnam Emissions Reduction Pilot** has been designed to develop, test, and scale up innovative technologies, tools, and approaches to reduce greenhouse gas (GHG) emissions in the land cultivation and production stages for rice, ultimately reducing poverty, protecting the environment, and preparing for climate change. The project utilizes a pull mechanism, an innovative finance mechanism that provides monetary incentives to a diverse pool of actors to overcome market barriers to achieve significant GHG emissions reductions. The project will be implemented in Thai Binh province in the Red River Delta of Vietnam for the period of 2016 – 2021.

AgResults is a US \$123 million multilateral initiative between the governments of Australia, Canada, the U.K. and U.S. and the Bill & Melinda Gates Foundation to incentivize and reward high-impact agricultural innovations that promote global food security, health, and nutrition and benefit smallholder farmers. AgResults originated at the June 2010 G20 Summit in Toronto, where leaders committed to exploring innovative results focused methods of harnessing private sector innovations in food security and improving productivity in developing countries. The initiative is currently running six pilots in Kenya, Uganda, Zambia, Nigeria, Vietnam, and one globally.

The **AgResults Vietnam Emissions Reduction Pilot** is encouraging a wide range of established entities to participate in the project ('Solvers') with the aim to achieve the project's objectives and receive a cash prize after their results are verified.

The prize range of the project is summarised as below:

TEST	SCALE
<p><b>Phase I (1.5 Years): Implementers Test Solutions on Controlled Pilots</b></p> <p><b>Interim Prize:</b> Implementers that surpass their implementer-specific baselines for GHG emissions reduction (60% weight), and yields increase (40% weight)</p> <p>SHARE AN INTERIM PRIZE BETWEEN <b>US \$35,000 - 75,000</b> PROPORTIONAL TO THEIR RESULTS</p> <hr/> <p><b>Milestone Prize:</b> Implementers with the highest combined GHG emissions reductions (60% weight), and yield increases (40% weight) receive a prize:</p> <p>— 1<sup>st</sup> Place: —    — 2<sup>nd</sup> Place: —    — 3<sup>rd</sup> Place: — <b>US \$50,000</b>    <b>US \$30,000</b>    <b>US \$20,000</b></p>	<p><b>Phase II (2.5 Years): Successful Solutions are Scaled Up</b></p> <p><b>Interim Prize per Crop Cycle (3):</b> Implementers that surpass their implementer-specific baselines for GHG emissions reduction (20% weight), yield increase (20% weight), number of smallholder farmers reached (40% weight), and repeat use of tool/product (20% weight)</p> <p>SHARE A PRIZE OF <b>US \$500,000</b> PROPORTIONAL TO THEIR RESULTS</p> <hr/> <p><b>Grand Prize:</b> The three implementers with the highest number of smallholder farmers reached (40% weight), repeated use of solutions (20% weight), total GHG emissions reduction (20% weight), and average yield percentage increased (20% weight) receive a prize:</p> <p>— 1<sup>st</sup> Place: —    — 2<sup>nd</sup> Place: —    — 3<sup>rd</sup> Place: — <b>US \$750,000</b>    <b>US \$400,000</b>    <b>US \$200,000</b></p>

**TOTAL PRIZES AVAILABLE: US \$2,985,000 - 3,355,000**

## 2. Production of Infographic Animation

**2.1 Objective:** The infographic animation is to serve as a marketing tool to attract potential Solvers. It also serves to raise public awareness on the **AgResults Vietnam Emissions Reduction Pilot**.

### 2.2 Target audiences:

- Agricultural input providers;
- Traders engaged in contract farming with rice farmers;
- Agricultural cooperatives;
- Producer associations/organizations;
- Unions;
- Other entities that assist, represent or serve producers and/or producer networks; or
- Nonprofits/non-governmental organizations who:
  - are currently operating in Thai Binh province, or could do so imminently;
  - have an innovative technology that could reduce GHG from rice production while also increasing rice yield for farmers

### 2.3 Deliverables

- Two- to- three-minute infographic animation in MOV. and MP4 formats
- The final product includes narration in Vietnamese language, and English subtitles

### 2.4 Diffusion channels

- Websites and social media
- Events (workshops, meeting with potential Solvers)

### 2.5 Timeline:

- Week 4 of Jan. 2017: contracting, discussing with the AgResults Vietnam Emissions Reduction Pilot, and developing script

- Week 2 of Feb. 2017: Production
- Week 4 of Feb. 2017 : Finalization

### **3. Requirements**

- Highly committed professional team with minimum of 5-year proven experience in infographic animation production, including ability to write scripts, graphic design and animation production
- Good understanding of the AgResults Vietnam Emissions Reduction Pilot through research and discussion with the project team

### **4. How to apply?**

Interested companies and individuals are invited to send technical and price proposals for the required services at [snvietnamprocurement@snv.org](mailto:snvietnamprocurement@snv.org) by 17.00 hrs, 22 January 2017.

For further information on the **AgResults Vietnam Emissions Reduction Pilot**, please refer to the website: <http://agresults.org/en/313/Vietnam-GHG-Emissions-Reduction-Pilot>