

Consultancy Service on Making Training Video

VIDEO MAKING: TRAINING VIDEO ON MUSHROOM FARMING AND CULTIVATION TECHNIQUES AND COMMUNICATION VIDEO ON MUSHROOM MODELS TO PROMOTE WOMEN'S ECONOMIC EMPOWERMENT

Programme: “The Funding Leadership Opportunities for Women (FLOW)/ The Enhancing Opportunities for Women’s Enterprises (EOWE)” (FLOW/EOWE)

Timeline: March – May, 2017

Output: a 10-15 minute training video and a 3-5 minute communication video in full HD format to post on the SNV website and Social Media channels of SNV and the Dutch Embassy.

1. Background of the programme

Women's capacity to participate and compete in economic activities is limited by a series of structural barriers, including the lack of gender-sensitive policies, access to assets, technology, markets, and information as well as gender roles in households, business and communities.

SNV’s “Enhancing Opportunities for Women’s Enterprises” (EOWE) programme addresses these issues and aims to advance women’s economic participation and self-reliance in Kenya and Vietnam by creating a conducive environment for female entrepreneurship as a vehicle for change.

The EOWE programme focuses its support on women working in agribusinesses by increasing their access to agribusiness models, assets, technology, markets, and information. In order to increase the income and improve the livelihoods of women in agricultural value chains, the programme supports and promotes climate-smart agriculture business models and promotes women leadership in farmer groups and cooperatives.

In addition, the programme aims to transform the key gender norms within households and communities that inhibit women to start or advance their business: workload, leadership and control over income. On the national level, SNV focuses on increasing the gender-sensitiveness of key policies and laws and the establishment of a women’s economic platform and gender network. Within the programme, SNV closely collaborates with local partners and promotes a network of different actors in the agricultural sector, the Women’s Union, Cooperative Union, Vietnam Chamber of Commerce and Industry (VCCI) and national and local government actors for technical support and policy influencing.

One of the business models supported by the programme is the clean mushroom value chain. In recent years, the demand for and popularity of clean and safe food has been increasing. According to the Center for Plant Biotechnology (Institute of Agricultural Genetics), mushroom is a clean vegetable as it does not use chemicals in the production phase. Mushroom can also serve as a substitute for meat because of its high nutritional value. Due to these unique characteristics, the demand for mushroom is growing, not only in national markets, but also as a product for trade. Another advantage of mushroom growing is that you can use available waste products, like straw, sawdust, corn stalks, and bagasse, as the base to cultivate mushrooms on. Under the EOWE programme, SNV in collaboration with the Quang Binh Department of Agriculture and Rural Development (DARD) have developed a joint action plan to promote mushroom as a strategic commodity to catalyse agricultural development and gender equality in the province. SNV and DARD aim to develop and strengthen a clean mushroom value chain that promotes women's economic empowerment through sustainable cooperation between different actors in the value chain and by convincing more female farmers that the climate smart production of mushroom offers reliable and sustainable income and employment. The "Enhancing Opportunities for Women's Enterprises" (EOWE) programme is being implemented between 2016 and 2020 in Vietnam and Kenya by SNV Netherlands Development Organisation (SNV). The Programme is part of the Funding Leadership Opportunities for Women (FLOW) programme funded by the Netherlands Ministry of Foreign Affairs, Social Development Department (DSO). In Vietnam, FLOW/EOWE will be implemented in collaboration with local partners in Quang Binh, Binh Dinh, Ninh Thuan and Binh Thuan province, leveraging on previous and existing projects and relationships to ensure more benefits for women.

2. Two programme video's

SNV Vietnam is seeking a service provider or individual(s) to provide video services/ documentation for two videos on the clean mushroom value chain in Quang Binh province:

- A training video on mushroom farming and cultivation techniques;
- A communication video on the mushroom model and how it catalyses women's economic empowerment

2.1 Objectives

- A 10-15 minutes training video for farmers:
This documentary video will be used as a "visual knowledge management tool" to guide farmers in the project targeted areas with the effective production and processing of mushrooms such as Lingzhi mushroom, Glosbe, Jelly ear, Pleurotus ostreatus, Lentinula edodes and the Milky mushroom.
- A 3-5 minutes video for communication:
This video is used as a communication output to promote project activities among other national and global audiences (local and national government actors, donors etc.).

2.2 Main content

- A 10-15 minutes training video for farmers:
General introduction: growing demand for mushroom, interesting business opportunities, benefits of mushroom farming (2-3 minutes)
Introduction about SNV and FLOW/EOWE project (1-2 minutes)
Technical process of mushroom farming and cultivation: detailed steps in the process
- A 3-5 minutes video for communication:
Introduction and illustration of the clean mushroom model to support women's economic empowerment under the FLOW/EOWE project in Quang Binh province.

2.3 Key audiences

- A 10-15 minutes training video for farmers:
Farmers in project targeted areas
Farmers in production expansion areas of mushroom according to provincial development plan
Units in agriculture and industry sector, agricultural extension officials, agricultural

cooperatives

Local authorities

- A 3-5 minutes video for communication:
National level actors, agriculture universities, donors, partners, other NGOs etc.

2.4 *Format*

The videos will be developed in the form of animation (infographics) and shooting, with a duration of 10-15 minutes and 3-5 minutes. The final product has different formats for training events, webcasts and can be broadcasted on television.

2.5 *Language*

Vietnamese (with English subtitles).

3. Requirements of the production company

- Professional film producers; at least 5 years of experience with producing films
- Proven track record in making films/documentaries, both for educational as well as communication purposes

4. Overview of tasks

- The selected producer will meet and discuss with the FLOW/EOWE project team at SNV to agree on specific requirements
- Study the project documents related to the video services/documentation
- Develop the scenario based on the idea agreed with the FLOW/EOWE project team
- Production of videos based on the script agreed upon by SNV and the producer
- All original footage and finalised documentaries are delivered to SNV

5. Timeline

- 30/3: deadline for proposal submission
- 31/3-05/4: selection process
- 05-07/4: contract negotiation and signing

- 07-12/4: develop video scenario
- 12-14/4: approval of video scenario and script
- Week 2 – 3 of April: shooting at Quang Binh province
- Week 4 of April: draft video to be sent to SNV for review
- Week 1 of May: video editing and refinement
- Week 2 of May: contract liquidation

6. Proposals

Interested film makers are invited to send their technical proposal, financial proposal and profile/portfolio with relevant experiences by 30 March 2017 to:

SNV Netherlands Development Organisation

Add: 3rd floor, D Building, La Thanh hotel, 218 Doi Can, Ba Dinh, Hanoi

Email: snvietnamprocurement@snvworld.org

Tel : 043 846 3791