

## TERMS OF REFERENCE



**Title:** Multi-media communication products

**Location:** Ha Noi and Dien Bien provinces

**Duration:** April 2019

**Reporting to:** Portfolio Manager

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**CARE** is an international development and humanitarian aid organisation fighting global poverty and injustice, with a special focus on working with women and girls to bring lasting change to their communities.

**CARE International in Vietnam** is a dynamic organisation working with Vietnamese partner organisations for 30 years on 300+ projects. CVN recognises that the key to achieving equitable development outcomes lies in shifting deeply rooted, structural underlying causes of poverty and social and gender injustice which contribute to exclusion and vulnerability of particular groups in society. CVN's long-term programme goals are Remote Ethnic Minority Women and Socially Marginalised People equitably benefit from development, are resilient to changing circumstances and have a legitimate voice.

### Project information

The project "Enhance livelihoods and increased resilience to the effects of climate change and variability of poor ethnic minority women and men rural areas (InfoAct)" will be implemented in 3 years from 2018 – 2021.

**The overall objective of the InfoAct project** is to enhance livelihood and increase resilience of effects of climate change and variability of poor ethnic minority women and men in rural areas. It will increase ethnic minority women and men farmers' ability to anticipate and respond to risks and opportunities from climatic variability, and improve their ability to recover from climate shocks.

**Five specific objectives** supporting the overall objective include:

1. *Strengthened capacity of stakeholders to interpret and apply climate information*
2. *Increased access to relevant and actionable climate information among ethnic minority women and men*
3. *Improved social protection for ethnic minority households*
4. *Institutionalization of climate information solution and climate risk micro-insurance system*
5. *Increased capacity of local partners to develop understandable downscaled climate information and advisories*

The project will be implemented in Dien Bien and Lai Chau provinces. In Dien Bien province, the project will work in Thanh Nua, Hua Thanh, Muong Phang and Pa Khoang communes of Dien Bien district. In Lai Chau, the project will operate in Tan Thuoc, Trung Dong, Ho Mit and Nam So communes of Tan Uyen district. The project's operation is under the partnership of CARE in Vietnam and the Centre of Community Development (CCD) in Dien Bien and the Department of Agricultural and Rural Development (DARD) of Lai Chau province.

### Rationale and purpose

The lessons learnt from CARE's previous similar project showed that an important reason for damages and losses by disaster is the lack of access to weather and climate information. The information that people, particularly ethnic minority farmers, receive is often not useful, accurate, timely or understandable for them to take necessary preventions prior to disaster events. Limited accessibility of population in remote areas and prevalence of ethnic languages challenges the communication of

information. Currently weather forecasts are disseminated via TV and radio, and emergency information is communicated via loudspeakers. However, village representatives are often unable to interpret this information and inform the villagers. Agricultural advisories are only issued irregularly by DARD and are not edited in the language and format (e.g. visuals for non-literate people) understandable for the target group. Therefore, farmers follow traditional farming practices, which do not allow flexibility towards climate change implications. Farmers often lack knowledge and capacity to align their practice with the changing environment, which has financial implications.

InfoAct project will aim at developing and improving the communication channels for effectively transferring and sending technical advisories to farmers. In which a source of technical medias references such as clips and voices should be developed and used during the implementation of communication process.

**Key objective:**

To develop a series of the video clips for agro-climate information advisories dissemination. InfoAct project is seeking national consultants to develop series video clips on the weather based technical solutions for rice and coffee production in Dien Bien.

**Scope of work and key deliverables:**

- **Scope of work/Responsibilities:**

The consultant will work with CARE staff and partners in Dien Bien to design and produce video clips during the field visits in Dien Bien from 3<sup>st</sup> – 12<sup>th</sup> April.

The contents of clips will be discussed with CARE staff, partners and technical working group members in Dien Bien.

- **Deliverable:**

04 video clips including transcripts (02 for coffee and 02 for rice cultivation). The final clips can include footage from the field, infographics, and 2D motion graphic.

Coffee: pruning, fertilizing and pest controlling.

Rice: weather based technical interventions for entire crop season.

**Tentative Timeframe:**

<b>Deliverables</b>	<b>Duration (Estimated # of days/person)</b>	<b>Deadline</b>
Meeting and preparing script with CARE staff	02 days	3 April 2019
Shooting in Dien Bien	04	12 April 2019
First draft of 4 clips	05	17 April 2019
Final clips	04	22 April 2019
<b>TOTAL</b>	<b>15 days/person</b>	

### Selection criteria:

- Experience in developing clips
- Familiarity with ethnic minority culture in Vietnam
- Experience in designing and producing media
- Attention to detail
- Strict adherence to deadlines and CARE's brand guidelines
- Respect for intellectual copy right

### Application procedure:

Interested candidates should submit the following documents in English, clearly stating the title of the Terms of Reference to email: [Procurement2@care.org.vn](mailto:Procurement2@care.org.vn) by 4 pm on 27 March 2019.

Applications include CV of the consultant and examples of past work.

### Applications include:

- Cover letter (or email)
- CV
- Examples of past training agendas that the candidate developed and delivered.
- Budget

CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply.

*"Thanks for your interest in CARE! We are committed to each other and to the protection of the people we serve. We do not tolerate sexual misconduct within or external to our organisation and imbed child protection in all we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment, and our recruitment practices are designed to ensure we only recruit people who are suitable to work with other staff and the people we serve. As well as pre-employment checks, we will use the recruitment and reference process to ensure potential new staff understand and are aligned with these expectations. To find out more, please contact the Human Resources Manager."*