TERMS OF REFERENCE
ENPI FLEG Program – Production and Broadcasting of Three
Public Service Announcements (PSA)

1. POSITION: Video Production Company for Producing Public Service
Announcements (PSAs) on Unsustainable use of the Forest resources

Program title: “Improving Forest Law Enforcement and
Governance (FLEG) in the European Neighbourhood Policy East
Countries and Russia”

2. REPORTING RESPONSIBILITIES¹:

<table>
<thead>
<tr>
<th>Direct Reporting Line</th>
<th>Reporting Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENPI/FLEG IUCN Program Country Communications Coordinator – Azerbaijan</td>
<td>Issues pertaining to the IUCN ENPI-FLEG program implementation in Azerbaijan, with respect to production &amp; broadcasting of the three PSAs. All administrative issues pertaining to these Terms of Reference.</td>
</tr>
</tbody>
</table>

3. LOCATION – Baku and forest areas in regions (field trips)

4. DURATION – 3 months

5. STARTING – October 20, 2010

6. BACKGROUND

This European Commission financed European Neighbourhood and Partnership Instrument – Forest Law Enforcement and Governance (ENPI-FLEG) program will promote the development of improved forest law enforcement and governance arrangements in seven targeted countries: Azerbaijan, Georgia, Armenia, Moldova, Ukraine, Belarus and Russia. The program’s core funding is provided through a grant agreement from the European Commission to the World Bank. The program is being undertaken as a partnership among the World Bank, IUCN and WWF. Each of the three partnered program implementation organizations will be responsible for its own set of specified activities and deliverables. Three broad categories of stakeholder groups will be targeted by the program: government (line departments, parliamentarians, local authorities and the judiciary); civil society (NGOs, community organizations and forest-dependent communities); and the private sector (particularly timber companies). The program will define the policy, legal, institutional and economic obstacles to improved forest governance (including the control of illegal logging); test pilot innovative approaches to overcoming these obstacles; enhance the capacity of key stakeholders to implement forest governance reforms; and disseminate the lessons learned at national, regional and global levels. The program will also support the

¹ Direct reporting lines indicate those staff members providing direct supervision. Additional reporting lines indicate accountability for particular functions or areas of work. Consultation, information sharing and other relationship lines are not indicated, as they are likely to be numerous.
Other regional Forest Law Enforcement and Governance official processes being organised by the World Bank and will contribute to the EU FLEGT Action Plan.

The program’s purpose is to contribute to ensuring that improved forest governance arrangements are in place in the forest sector and closely linked sectors through effective implementation of the ENA FLEG Ministerial Declaration (St. Petersburg Declaration 2005), involving governments, civil society and the private sector.

The program’s specific objective is to contribute to legal and sustainable forest management and utilization practices and improved local livelihoods in the six ENPI East countries plus Russia.

The program’s results will be:

Result 1: Increased awareness and commitment of key stakeholders on FLEG

Result 2: Effective national and regional FLEG action processes in place

Result 3: National ownership and capacity increased

Result 4: Improved regional and sub-regional collaboration and knowledge sharing

Result 5: Effective engagement of key trading partners

Result 6: Continuation of the formal official ENA FLEG process

Result 7: Sustainable forest management practices implemented

6.1. Supporting analytical work

The production of the PSA requested under these terms of reference are one of the activities provided as part of a wider communications strategy and the ideas underpinning its objectives and messages have been determined following an extensive qualitative research through focus group analysis. In addition to these documents, ENPI-FLEG has developed a number of other analytical work which have supported the design of the communication strategy. These documents may be provided by the ENPI-FLEG Program Azerbaijan team upon request.

7. TASKS

Under the overall and direct supervision of the ENPI-FLEG Program Country Communications Coordinator Azerbaijan, the Producer will be responsible for the production of one video spot - public Service Announcements (PSA) - with the following theme:

Nefarious consequences of illegal logging and nomadic cattle-breeding

The PSA will be 90-second-long depending on their creativity and effectiveness. The spot should include the logos of the sponsoring and implementing organizations, FLEG, and regular disclaimer of the Program donor.
Specific

Spot: The “Nefarious consequences of illegal logging and nomadic cattle-breeding” PSA will target the severe consequences of illegal logging, convey to the population the serious situation of the Azerbaijani forest sector and try to compel people to “pull away from their comfort zones” in which they have become entrenched. The negative effect of the nomadic cattle-breeding should be explicitly shown in a number of scenes. The PSA may project e.g. parallel images of the lives of individuals of a forested area and a deforested area: springs of clean water versus desertification; productive soils versus landslides; flooding, biodiversity vs. bareness, etc.

Competition stage (1 month) (Competition)

The Competitive Producer should present to the Client a draft script under a format which would best describe the PSA envisaged: storyboards with drawings, raw footage, parallel columns script/image, etc.

Background information about the company.
Budget for production
Portfolio (at least two last works)

Pre-Production (two weeks)

The Producer will consult research reports and other documents (will be provided by ENPI-FLEG Program Azerbaijan team), thus becoming familiar with the issues related to illegal logging and nomadic cattle-breeding in Azerbaijan. He/she will meet and discuss the forestry, illegal logging and nomadic cattle-breeding issues with social scientists and forestry specialists, who have worked on FLEG issues and will obtain knowledge necessary to produce an insightful script, close to the values of the population.

It is recommended that these scripts are tested through a carefully selected focus group, of persons knowledgeable in the effect of advertisements, social psychologists, social researchers, etc, as well as among ordinary citizens. The results of the focus group analysis to be presented to FLEG and the production will not start until full agreement is reached for each and sign-off on script.

7.2 Production stage (two weeks). The Producer will carry out the production of the PSA according to the script approved by the Client. The Producer will ensure obtaining the copyrights to use the images, music and voiceover. After finishing the filming and field work, the Producer will present the product to the Client for feedback. It is estimated the field work, filming and editing not to exceed one month.

After the Client approves the initial version of the PSA, the Producer will move on to final editing of the material, sound-editing and graphic design. The final products, the PSA, will include the logos of the FLEG, Program donor and implementers and donor disclaimers. All necessary copyrights will be obtained by this stage. The final product will be presented to the Client for approval. A version in English (subtitles) of PSA will also be produced.

7.4 The PSA will be presented to public during the Program workshops, seminars, trainings and placed through the social media networks in the Internet and web-site of the program. It is foreseen that PSA to be presented during the respective conferences abroad.
A post-award conference will be held with the Producer in order to provide him/her with background information and guidelines on messaging and developing the overall concept and scripts of the PSA.

8. OUTPUTS:
   • The Producer will present at the terms mentioned above the reports including the scripts, footage, storyboards, etc. which will ensure gradual approval of the products and minimize the risks of an inadequate product.
   • The final product, a one PSA, will be presented under the following format: BETACAM, DVCAM, MXF, MPG, MOV uncompressed. The English translation version will be presented only on DVCAM and MPG.

9. QUALIFICATIONS

   The producer must be a company with at least five years experience in producing video and audio materials. Actual experience in producing materials related to forestry, environment and social campaigns would be a significant plus.
FORM OF QUOTATION

_______, 2010

To:
Azer Garayev
International Union for the Conservation of Nature - IUCN
ENPI/FLEG Program Consultant Azerbaijan
azer.garayev@enpi-fleg.org

We offer our proposal to execute the IUCN ENPI/FLEG PRODUCTION AND BROADCASTING OF THREE PUBLIC SERVICE ANNOUNCEMENTS (PSA) IN AZERBAIJAN in accordance with the Conditions of Contract accompanying this Quotation for the Contract Price of $_______ (_________ thousand US Dollars).

We propose to start the delivery of services described in the Contract within one week from the date of Signing of the Contract.

This Quotation and your written acceptance will constitute a binding Contract between us. We understand that you are not bound to accept the lowest or any Quotation you receive.

We hereby confirm that this Quotation complies with the Validity of the Quotation required by the proposal documents.

Authorized Signature: __________________________________________
Name and Title of Signatory _______________________________________

Name of Supplier: ______________________________________________
Address: ______________________________________________________
Phone Number: _________________________________________________
E-mail address: _________________________________________________
Fax Number, if any ______________________________________________
PUBLISHING FIRM'S REFERENCES

Relevant Services Carried Out in the Last Three Years
That Best Illustrate Qualifications

Using the format below, provide information on each assignment for which your entity, either individually as a corporate entity or within an association, was legally contracted.

Assignment Name:

Location:

Name of Client:

Address and telephone:

__________________________________________________

__________________________________________________

Professional Staff Provided by Your Entity (profiles):

No of Staff-Months:

Approx. Value of Services (in USD/or respective currency):

Entity's Name:
Sample Format of Curriculum Vitae (CV)

Proposed Position: ________________________________________________________________

Name of Firm: _________________________________________________________________

Name of Staff: _________________________________________________________________

Profession: _________________________________________________________________

Date of Birth: ________________________________________________________________

Years with Firm/Entity: ____________________________ Nationality: _____________________

Membership in Professional Societies: ____________________________________________

Detailed Tasks Assigned: _______________________________________________________

Key Qualifications:
[Give an outline of staff member’s experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use about half a page.]

Education:
[Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]

Employment Record:
[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages.]

Languages:
[For each language indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.]

Certification:
I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

__________________________________ Date: __________________________

[Signature of staff member and authorized representative of the firm] Day/Month/Year

Full name of staff member: _____________________________________________

Full name of authorized representative: _________________________________
Cost Estimate of Services and Schedule of Rates

(1) Remuneration

<table>
<thead>
<tr>
<th>Name</th>
<th>Rate (per working day)</th>
<th>Time spent (number of working days)</th>
<th>Total (currency)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td>Sub-Total (1)</td>
</tr>
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</table>

(2) Reimbursables

<table>
<thead>
<tr>
<th>(a)</th>
<th>Rate</th>
<th>Calendar days</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>(b)</td>
<td></td>
<td></td>
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<td>(c)</td>
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<td>(d)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Sub-total (2)</td>
</tr>
</tbody>
</table>

TOTAL COST _________________________

CONTRACT CEILING __________________

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1 To include expenses for international travel, local transportation, interpretation/translation, per diem, visas, airport taxes, and other such travel related expenses as may be necessary; reimbursable at cost with supporting documents/receipts; except for per diem (which is fixed and includes cost of housing, meals and subsistence for the period spent in the country).