



TERMS OF REFERENCE (TOR)

Developing A Video Documentary To Promote Climate Risk Insurance And Community Rights

1. Rational & Background:

WFP and Oxfam are jointly implementing the “Climate Risk Insurance” project in Kurigram district of Bangladesh, funded by the Korea International Cooperation Agency (KOICA). The project is developing support systems to cover vulnerable people’s loss induced by climatic variances, different extreme weather events, or natural disasters. This includes working with financial institutions like insurance companies as well as research institutes to develop insurance products appropriate to the needs of the climate-vulnerable communities.

However, the use of insurance as a mechanism to cover climate change-induced loss is a relatively new concept and is not widely known to the public sphere. Therefore, Oxfam plans to engage an AV Maker to deeply explore this concept, understand the views of the communities and other stakeholders like the insurance companies and research institutes or academia and develop a video documentary for gaining the attention of the policymakers, civil society, and to mobilize public awareness on Climate Risk Insurance.

2. Purpose of the Video:

To create public awareness on climate risk insurance and use the video piece to mobilize the **relevant Government officials, donor agencies, and development peers.**

3. **Timeline:** October 2020 and November 2020.

4. Deliverables:

2 -3 short videos (1 minute to a maximum of 1.40 minutes duration) with clear and tailor-made messages. The videos are planned to be used on Social media and in different online platforms and offline conferences/meetings. For better understanding, the following examples could be followed. The script/s and storyboard for these/this film/s are/are to be finalized in consultation with Oxfam.

Examples:

- <https://www.weforum.org/videos/the-great-reset-726dedeacb>
- https://www.facebook.com/search/top/?q=DW%20video%20on%20Bangladeshi%20female%20military%20pilot&epa=SEARCH_BOX,

and, social media promotion to 10000 + targeted audiences.

5. Required Skills and Competencies:

- Must have demonstrated experience in film production/digital storytelling. Preference will be given to individual/organization who/that has experience in producing development work related docu-films for organizations with the aim of reaching out to both local and international audiences.
- Excellent technical skills and necessary equipment and human resources to produce High Definition videos.
- Knowledge of development communications is an advantage for this opportunity.

6. Guideline for Application:

The application should contain a cover letter along with a detailed technical proposal including CV(s) of the team members and list of equipment as well as services to be used for the assignment and a budget including Tax/VAT as per Bangladesh govt. rule (in a separate file).

A sample of relevant previous works and two references should be shared with the application.

Necessary legal documents/registration/license to prove work eligibility in Bangladesh in case of firms and organizations and TIN certificates for individuals must be added following the instruction of application in the advertisement.

7. Evaluation of the Proposal:

Technical Proposal					Financial	Total
Understanding of the ToR (10)	Quality of similar previous work (30)	Team composition and equipment (10)	Ideation and methodology (10)	Communications plan (understanding of target audience and strategies therewith (10)	(30) * Lowest bidder scores 30 in the financial proposal and others less pro-rata.	100

The submissions must reach Oxfam via email at hrbd@oxfam.org.uk
Subject line as “**Consultancy on Developing Video Documentary To Promote CRI**”