

TERMS OF REFERENCE

Video support for plastic-free travel in Laos: Waste to Value Project (W2V), Lao PDR

Project Title: Waste to Value Project (W2V)

Time: July – September 2022

Reporting to: Latdaphone Vongkhamheng, Component 1 Manager/MRM Lead

Location: Vientiane Capital

1. Background

The Waste to Value project (2021 – 2024) aims to improve the environmental performance of the service sector through improving waste management practices in service sector SMEs (ie., hotels, restaurants, shops, minimarts) by supporting enterprises to adopt ‘green’ business practices. This will contribute to the achievement of national and municipal government strategies. The Waste to Value project will seek to benefit two target groups: 1) waste generators in the service sector (restaurants, hotels, mini-marts), and 2) informal mobile waste pickers prevalent in commercial areas - Chanthabouly and Saysettha Districts in Vientiane Capital, and Vang Vieng District in Vientiane province. It will achieve this through four inter-related intervention areas:

- Intervention area 1: Improve green practice in service sector. This intervention seeks to improve innovative green products in the domestic market and encourage SMEs in service sector to improve their environmental performance by better using green products in their services to reduce non-organic waste into the environment.
- Intervention area 2: Waste Management and Recycling. This aims to support SMEs in service sector to reduce, better separate and better manage their non-organic and organic waste at source; and increase informal waste pickers inclusion in the recycling value chain by improving their business practices.
- Intervention area 3: Support awareness raising and environmental responsibility. This purposes to support businesses in service sector to change their business practices aligned to relevant existing green standards and raise public awareness around environmental responsibility in collaboration with public and private stakeholders.

2. Objectives

In order to promote green practices/products in service sector, e.g., SMEs (Hotels, cafes, restaurants and minimarts) by raising environmental awareness and providing an eco-lifestyle example among the public, the support video is needed to display a travel lifestyle avoiding using any single-used plastic along the trip in Laos from Vientiane Capital to Vientiane Province.

The objective of this assignment is:

- (1) Develop a public video support to increase environmental awareness avoiding single-used plastic during travelling (from VTE-VV)

3. Scope of the Assignment

The scope of the assignment is as follows:

Step	Activities
(1) Technical and financial proposal	<ul style="list-style-type: none"> Preparation of a technical and financial proposal, work plan and budget for the assignment based on the selected provinces for a video shooting Develop the video concept and scenario to discuss with the key project team members
(2) Field work	<ul style="list-style-type: none"> Shoot footage for a video trip in Vientiane Capital & Vientiane Province; A travel is required.
(3) Post-production and review	<ul style="list-style-type: none"> Production of video (script writing, videography, editing, audio balancing, sub-titling etc) in highest quality to adequately represent in the media platforms Provide updated/draft video trip to the key project team members to review and comment before producing the final version
(4) Finalisation	<ul style="list-style-type: none"> Finalize the video
(5) Posting	<ul style="list-style-type: none"> Posting video in influencer/actor's media channel (in case bringing influencer/actor into the video)

4. Deliverables / Expected outputs

The following deliverables are required from the assignment:

Deliverable	Date	Remarks
(1) 1 High resolution of video support for plastic-free travel lifestyle (Max. 1:30 minutes)	June - September 2022	Ownership and usage rights for these videos will be held by the waste to value project and Swisscontact. They will be publicly available for use, royalty free, by any travel and tour operators in or outside Laos.
(2) Promote the video through Influencer's media channels	Sept 2022	Get confirmation from project before posting the video

5. Duration of assignment

The assignment runs from June - August 2022. The timeline for the assignment is as follows:

Tasks	June – Sept 2022											
	July				August				Sept			
	1 st	2 nd	3 rd	4 th	1 st	2 nd	3 rd	4 th	1 st	2 nd	3 rd	
(1) Technical and financial proposal												
(2) Video concept and scenario discussion												

(3) Field work in VTE & VV												
(4) Post-production and review												
(5) Finalisation												
(6) Posting video												

6. Budget and remuneration

The agency will be hired by Swisscontact according to Swisscontact standards and regulations as specified in a separate contract.

7. Clause for full confidentiality

During the whole assignment full confidentiality needs to be respected by the agency, no information received during the assignment can go beyond Swisscontact staff, unless agreed upon beforehand in writing.

8. Expression of Interest

Further inquiries or clarification needed on this Term of Reference as well as submitted proposal shall be sent to Email:

recruitment.laos@swisscontact.org Tel/WhatsApp: +856 20 2860 3352