

TERMS OF REFERENCE

VIDEO PRODUCTION SERVICES TO RAISE PUBLIC AWARENESS ON THE SRI LANKA VESSEL MONITORING SYSTEM PROJECT

1. Background

The International Organization for Migration (IOM) is the United Nations (UN) agency on migration. IOM has been working closely with the Government of Sri Lanka to address complex migration related challenges since establishing its presence in Sri Lanka in 2002. As part of IOM's support to improve maritime border management capabilities of Sri Lanka, IOM is supporting the Department of Fisheries and Aquatic Resources (DFAR) to introduce a comprehensive Vessel Monitoring System (VMS) covering the multi-day fishing vessel fleet in Sri Lanka. Under this project 4200 VMS transponders are being installed on multi-day fishing vessels scattered across fisheries harbours. IOM is seeking the services of a video production company to produce audio-visual public communication products to raise awareness among the fisheries community on the VMS and to communicate the project scope and its impact among relevant stakeholder groups.

2. Nature of Service

The service provider is required to:

- 2.1 Develop three 1–2-minute high-quality, high impact videos to be disseminated via social media amongst the fisheries community to raise awareness on VMS and its advantages. Languages: Sinhala and Tamil.
- 2.2 Create a documentary style video with a duration of around 10 minutes on the VMS project, its scope and impact to be disseminated amongst project stakeholders. Language: English.

3. IOM Project/s to which the Service Provider is contributing:

- 3.1 Strengthening the capacity to mitigate Illegal, Unreported and Unregulated (IUU) fishing practices through introduction of an integrated Vessel Monitoring System (VMS)

4. Tasks to be performed under this contract

In close coordination with the IOM project manager, DFAR and other project stakeholders, the selected service provider is expected to:

- 4.1 Incorporate the key messages provided by IOM to develop creative concepts for public communication products.
- 4.2 Develop the video scripts/ story boards based on the creative concepts approved by the IOM and DFAR.

- 4.3 Select a suitable cast and identify locations to shoot videos in close consultation with IOM and DFAR.
- 4.4 Produce videos as per the concept, guidelines/ instructions given by the IOM and DFAR.
- 4.5 Produce high quality videos in line with industry standards.
- 4.6 Dub the videos to meet the language requirements (All short videos should have both a Sinhala and a Tamil version. The documentary style video must be in English with subtitles available as an option)

5. Tangible and measurable output of the work assignment

- 5.1. Production of three 1-2-minute high-quality, high-impact videos to raise awareness on VMS and its advantages among fisheries communities.
- 5.2. Production of a documentary video with a duration of around 10 minutes on the VMS project scope and its impact

6. Realistic delivery dates and details on how the work must be delivered

6.1 Short videos	
a. Submission of the final script and storyboard	10 March 2023
b. Submission of the first edit of the videos	20 March 2023
c. Submission of the final edit of the videos	30 March 2023
6.2 Documentary style video	
a. Submission of the final script and storyboard	30 March 2023
b. Submission of the first edit of the video	20 April 2023
c. Submission of the final edit of the video	30 April 2023

All raw footage and the edited videos shall be submitted to the IOM Project Manager in electronic format. Video scripts, raw footage or edited video should not be shared, published, or distributed to third parties without the written approval of IOM.

7. Performance indicators for evaluation of results

- 7.1. Submission of deliverables as indicated in item 5 above.

8. Duration of Consultancy

Maximum of 3 months from the date of notice of award.