

TERMS OF REFERENCE (TOR)

Consultant for video design

Project: Support to VPA processes in Vietnam, Laos and Cameroon toward legal timber supply chains between VPA countries
PN: 19.2249.1-001.00
Time frame: Nov 2022 to Dec 2022
Location: Hanoi

1. Background/Context

Africa is a major supplier of tropical hardwood for Vietnam. In 2021, African timber accounts for 15.2% of total imports. Cameroon is Africa's largest timber supplier. Statistics provided by Vietnam Customs Office show that, in the first 4 months of 2022, wood imports from Cameroon reached 176,311 m³, an increase of 21.3%, followed by Papua New Guinea with an increase of 55,260 m³, up 24.2%, Nigeria 48,070 m³, up 51.7%, Congo 34,216 m³, up 10.7%. In the Mekong region, in 2021, Laos Government changed the policy applicable for timber trade control, allowing log and sawn timber export. As a result, the volume of wood exported from Laos to Viet Nam increased significantly. In the first 4 months of 2022, wood imports from Laos reached 87,773 m³, an increase of 79.1%. In spite of wood-import reinforced control under Decree 102, the flow of wood from African countries and the Mekong sub-region to Vietnam is still facing risk of legality.

On October 19, 2018, Vietnam, and the European Union (EU) signed the VPA/FLEGT, which came into effect from the 1st of June 2019. The key commitments by the Vietnamese Government have been embedded already earlier into the Forest Law effective from the 1st of January 2019. Accordingly, tremendous efforts have been made to develop Vietnam Timber Legality Assurance System (VNTLAS). In accordance with VNTLAS regulations, operators have to provide additional evidence to prove wood legality and take counter-measures to mitigate potential risks.

Current practice shows that, although Vietnam's timber industry has achieved remarkable development in recent years, export turnover has increased by an average of over 15%, the sector is still exposed to new requirements on green development by further efforts to improve wood supply chain control. The trade protection counter-measures applied in key markets are putting Vietnam's wood processing and trading operators in a new context with serious challenges.

- On November 17, 2021, the European Commission (EC) proposed a draft law to prevent the import of goods related to deforestation. According to this draft law, companies importing wood products from Vietnam have to prove that their supply chains do not contribute to deforestation. This means that Vietnamese businesses have to provide European customers with proof that the traded furniture is made of raw materials that are not harvested from any land obtained due to deforestation or degraded land after December 31, 2020, even if the production proves to be legal under the laws of the country of producers.
- On June 6, 2022, the US Department of Commerce (DOC) initiated investigations called scope *inquiry of wooden cabinets and vanities and components thereof from the People's Republic of China (A-570-106, C-570-107)*. With these investigations, a large portion of wooden furniture exported by Vietnam to the US is facing the risk of US anti-dumping and anti-circumvention tariffs. Encountered this US investigation, Vietnamese operators have to testify the transparent timber supply chain and provide evidence of circumvention-free trade to DOC.
- Vietnam's timber-legality regulations have to be changed/modified, and considerations are being made by MARD to amend selected provisions of Decree 102 on imported timber and regulations on timber distribution in local markets, including that of imported timber.

Therefore, VIFOREST wishes to take actions for further improvement of the capacity of relevant operators so that they could properly practice DD and comply with VPA/FLEGT and VNTLAS.



With further support of GIZ, VIFOREST intends to equip its member companies with major knowledge and skills to respond on trade protection measures that may be imposed by major consumers of timber products exported from Vietnam. Two video will be developed are including a video to for guidance on evidence collection and construction of supply chain diagrams and a video for guidance to answer DOC questionnaires

VIFOREST planned to recruit a service provider who will support VIFOREST to design 02 video and publish on VIFOREST website in which the video content is provide by VIFOREST expert.

2. Objective of the assignment

The overall objective of this consultancy is to provide two video to guide wood companies to explain the timber supply chain and gather information in response to the US initiation of anti-dumping and anti-subsidy investigations (AD/CVD) of kitchen cabinets and vanities

3. Main tasks and suggested working schedule of the consultants

- The service provider is expected to perform the following tasks during the consultancy:
 - ✓ Develop a video for guidance on evidence collection and construction of supply chain diagrams
 - ✓ Develop a video for guidance to answer DOC questionnaires VIFOREST will hire an expert to assist enterprises in creating accounts and answering questionnaires

Work details:

- The video is expected to be:
 - ✓ Maximum 10 minute long
 - ✓ Using different types of media materials – animated graphics, , images, etc.
 - ✓ Following optimal standards - 1080 25p/1080 29.97p or 30p. All material should be shot in 16:9, HD 1080.
- With this assignment, the service provider will carry out the following tasks:
 - ✓ Propose and get an agreement on a detailed workplan, methodology, timeframe with VIFOREST and partners
 - ✓ Work closely with VIFOREST to develop a detailed script, and art concept (colors, fonts, effects, animation and graphic components) for the video
 - ✓ Working with lyricist/ text makers to prepare a detailed transcript of the video
 - ✓ Produce the video, including videography, developing animation, editing, audio balancing, transcribing, format exporting, etc., following the script agreed and approved.
 - ✓ Coordinate the voice-over personnel for the video
 - ✓ Handover all raw materials and edited work to VIFOREST once the tasks are finished.

Note:

- All video footages, including images, infographics, music must have copyright
- The service provider shall use their own HD quality video and professional editing software
- All intellectual property and proprietary rights, including rights to result of sample analysis and any other materials produced during this consultancy will become the sole property of the VIFOREST, which will have the sole right to publish the same in whole or in part and to adapt and use them as may seem desirable, and to authorise all translations and quotations from them. The contractor will not publish or use any of this material without the prior permission of VIFOREST.

4. Time schedule & Place

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Worktable

No	Activity	Deliverables	Expected Deadline
1	Develop the detailed workplan	01 workplan in EN and VN	2 days after signing the contracts
2	Develop a detailed script and artconcept for the video	02 script for 02 videos	1 week 1 after signing the contract
4	Produce the video	02 drafts videos with subtitles and voice over transcripts of the video	Weeks 2 & 3 after signing the contract
5	Handover the raw materials and edited work	All abovementioned deliverables	After the final video approved

5. Requirements of qualification and competencies

- Licensed firm/organization working in film/reportage/documentary writing, producing, directing and editing
- Having ample experience on audio-visual recording, editing, and media production
- Clear understanding of the technical aspects of video making process along with experiences on using different tools and techniques in developing appropriate and quality audio-visual products proven experience with 02 samples of video production
- Sufficient qualified personnel to maintain a high level of professionalism to produce the products
- Demonstrates high quality works on video production with good feedback from clients
- Has suitable experts with proven qualified skillsets on filming, production, animation
- Prior experience with similar projects and/or international organization is an asset.

6. Responsibilities of VIFOREST

- VIFOREST will support consultant to perform tasks
- VIFOREST will provide the script and work with expert to clarify the script on video.

Hanoi, 21 October, 2022



Ngo Sy Hoai, Vice Chairman and General Secretary