



Scope of Work (SOW)

Short video production

PROJECT: *Attaining Lasting Change for Better Enforcement of Labor and Criminal Law to Address Child Labor, Forced Labor and Human Trafficking (ATLAS)*

TASK: **Production of a short video**

UNIT: Human Rights, Education, and Empowerment

REPORTS TO: Country Program Manager, ATLAS Project *[Thailand]*

STARTING DATE: *As soon as possible*

EXPECTED DURATION OF ASSIGNMENT: *3 months*

I. ORGANIZATION AND PROJECT BACKGROUND:

Winrock International (Winrock) is a non-profit organization that works with people around the world to increase economic opportunity, sustain natural resources, and protect the environment. Winrock strengthens the capacity of women, children, youth, and civil society organizations to actively participate in local and national development and to transform their societies.

Winrock is currently implementing the United States Department of Labor (USDOL)-funded global project Attaining Lasting Change for Better Enforcement of Labor and Criminal Law to Address Child Labor, Forced Labor and Human Trafficking (ATLAS) aimed at working cooperatively with host governments and providing technical assistance to support a global reduction in child labor (CL), forced labor (FL), and human trafficking (HT).

In Thailand, ATLAS is working to support the government in improving the capacity of law enforcement, judicial actors, other government agencies, and civil society organizations to enforce laws against CL, FL, and HT; and to improve coordination among these entities. As part of this work, ATLAS is seeking a service provider/vendor to provide content generation and videography services and produce a short video (a maximum of 5 minutes) to increase public awareness of referral mechanisms for FL and CL.

II. SCOPE OF WORK:

- 1) Assign a focal point to work and communicate with the ATLAS Project Team.
- 2) Conduct pre-production process and create a general concept for the video, to be reviewed and approved by the ATLAS team.
- 3) Develop the detailed structure and scenarios of the video in consultation with the ATLAS Project Team.
- 4) Prepare a storyboard and previsualization.
- 5) Create infographics as necessary to integrate in the video.
- 6) Edit the footage in line with the script agreed and approved by ATLAS focal person

- 7) Produce an animated video (a maximum of 5 minutes) in high resolution with Thai voice-over and English sub-title.
- 8) Include appropriate project branding, disclaimers, and crediting for the produced video.
- 9) Audio balance the final product and convert it into formats for use on radio and web.
- 10) Deliver the final video to ATLAS in digital format.

III. Qualification and Competencies

Winrock is seeking qualified vendor who meet the qualifications stated below. The principal candidate must fulfill at least the following criteria:

- Minimum five (5) years of experience in videography/video editing;
- Demonstrated experience of conception, production and editing of videos using professional software;
- Ability to communicate data and information in a clear and understandable format;
- Experience in social and development subjects, specifically in child protection, child labor, forced labor, and labor protection will be an asset;
- Excellent written and verbal communication skills in both Thai and English;
- Ability to work under pressure, effectively coordinate others and meet tight deadlines without compromising the quality of work.

IV. How to apply

Interested applicants are invited to send their CV and/or company's profile including an electronic technical and cost proposal to: thailandatlas@winrock.org. *The subject in the email must clearly state: "Application for short video production".*

Closing date of applications: 19 February 2021.

A. Technical Proposal shall include:

- a. Profile of the team leader/ company, detailing staff, technical capabilities, and relevant experience
- b. Demonstrated experience in videography i.e. showreel of animated/ non-animated videos on social issues
- c. Example of previous infographics

B. Financial Proposal - The financial proposal shall specify an all-inclusive fee per video product, which should include content generation, script writing, storyboard, filming and editing services, voiceover, sub-titling, and post-production. The proposed all-inclusive fee should be in Thai baht.

V. Payment Terms

The payments will be made in installments based upon outputs/deliverables as follows:

10% upon signing of the contract and assigning a focal point to develop the structure of the video production

20% upon submission of the script and storyboard

30 % upon presenting the animated video to ATLAS Project team for feedback and comments

50% upon finalizing the animated video according to comments and hand over master copy to ATLAS Thailand Project