



Video Production: Terms of Reference

Title: *The Enduring Impact of Bhutan for Life*

1. Background

The Bhutan for Life is an innovative financing solution to protect 52% of Bhutan's land under its Protected Area Network (PAN). BFL ensures financial sustainability for environmental conservation while integrating climate resilience, biodiversity protection, and community livelihoods.

BFL is more than a conservation program. It's a story of how people, nature, and policy come together to preserve Bhutan's rich ecological heritage and ensure sustainable futures for generations. As the program matures, it is vital to communicate these results and impacts to key stakeholders.

This video documentary will serve as a strategic communications asset to highlight project impact, amplify local voices, and demonstrate the effectiveness of Bhutan for Life's conservation approach to its target audiences.

2. Objective of the assignment

The purpose of this assignment is to engage a professional production firm to conceptualize, script, film, and produce a high-quality documentation video/film and supporting media assets on the impacts of the BFL program. The outputs will serve as strategic communications tools for national and international audiences.

3. Communications Goal

The documentary is expected to communicate the impacts of Bhutan for Life on biodiversity, climate resilience, livelihoods, ecosystem and effective management of the PA networks, through an engaging, emotionally compelling and visually rich documentary series.

Bhutan's protected landscapes are global models for conservation that benefit both people and the planet. BFL is delivering measurable impact from ecosystem restoration to climate resilience and income generation. BFL is a long-term, sustainable financing through the PFP model which ensures lasting environmental benefits. Further, community engagement is central to the BFL program's success.

4. Target Audience

Category	List
Primary Audience	General public/local communities and youths, Media, and conservation networks
Secondary Audience	Donors (GCF, WWF, BTFEC, Private Donors), International Development Partners, BFL Board and Implementing Partners, Governance Agencies and local partners

5. Scope of work

The scope of work includes but not limited to:

a. Pre-Production

- i. Inception meeting with BFL Fund Secretariat (FS) to discuss deliverables and develop a detailed production plan including storyline, interview list, filming schedule, project sites and shot list.
- ii. Thematic focus area with activities to be covered, but not limited to are outlined as follows:
 1. Biodiversity Conservation:
 - a. Species conservation such as Tiger Survey, Snow Leopard Survey
 - b. SMART patrolling
 - c. Conservation plans
 2. Ecosystem Services:
 - a. Watershed management
 - b. Waterhole restoration, mineral licks
 - c. Riverbank protections
 - d. Ramsar Sites
 3. Climate Change Mitigation & Adaptation:
 - a. National Forest Inventory
 - b. Restoration of degraded land
 - c. Alternative energy initiatives
 - d. Smart Agriculture Irrigation Channel
 - e. Flood warning and Cryosphere Research centre
 4. Livelihood & Well-being:
 - a. Gangtey Phobji Eco-camp

- b. Chainlink fencing
- c. Portable electric fencing
- d. Portable Collar fencing
- e. Nature-based employment

5. Governance & Management Effectiveness:

- a. Infrastructure development
 - b. Mobility
 - c. Trainings/Capacity buildings
 - d. Gender mainstreaming and ESS
 - e. Grievance Redressal Mechanism
- iii. Prepare script outline with key messages, narrative flow, and integration of subtitles/voiceovers.
 - iv. Secure filming permissions in Protected Areas and local communities (if required)

b. Production

- i. The field filming component will require the firm to undertake site visits across Bhutan's Protected Areas, ensuring regional balance by covering sites in the east, west, north, and south.
- ii. Capture interviews with local communities, rangers, forestry officials, women entrepreneurs, and stakeholders
- iii. Record high-quality footage of landscapes, wildlife, rivers, forests, community activities, and field interventions.
- iv. Ensure multilingual coverage (Dzongkha interviews with English subtitles).
- v. Collect B-roll and behind-the-scenes material for future use.
- vi. Relevant videos and pictures from the project archive will be provided as necessary.

c. Post-production

- i. Edit and produce a main documentary (8-10 minutes).
- ii. Create short thematic episodes (1-2 minutes each) on the five focus areas.
- iii. Produce 2-3 teaser clips (30-60 seconds) for social media/BBS broadcast.
- iv. Provide B-roll and extended interviews in raw, well-organized format for FS archives.

- v. Add graphics, infographics, animations (if needed), and background music aligned with the tone and voiceover.
- vi. Include English narration and Dzongkha subtitles for inclusivity.

6. Key deliverables

The production firm will deliver the following outputs:

- The primary video/film (8-10 minutes, English narration, Dzongkha interviews subtitled, HD or higher).
- Five short thematic episodes (1-2 minutes each) aligned with thematic areas.
- 2-3 teaser videos (30-60 seconds each) for social media and national broadcast.
- All high resolution raw images covering landscapes, communities, and interventions from the site visits.
- B-roll footage and extended interviews, properly archived and labeled.
- Final master copies in multiple formats suitable for broadcast, social media, and presentations.

7. Copyright

- All copyrights of the videos and assets produced should be credited to © Bhutan for Life Fund Secretariat.

8. Qualifications of the Production Firm

The selected firm should demonstrate:

- a. Proven experience in producing documentary films in conservation, climate, or development sectors atleast for 5 years.
- b. Strong portfolio showcasing storytelling through visuals and interviews.
- c. Technical expertise in filming in remote and natural landscapes.
- d. Professional editing, subtitling, and post-production capabilities.
- e. Experience working with international development partners or conservation agencies is preferred.

9. Mode of payment

- a. 10% upon signing the contract agreement
- b. 40% on submission of deliverables of pre-production
- c. 30% payment upon submission of the first draft of video

- d. 20% payment upon delivery of the final deliverables

10. Submission of Proposals

Interested firms are invited to submit:

- Portfolio: Samples of similar work completed, team composition,
- Technical Proposal: Approach, methodology, work plan, and timeline.
- Financial Proposal: A financial proposal with a detailed breakdown of the service fee, and additional charges.

11. Submission Deadline

Proposals must be submitted to the BFL Fund Secretariat no later than **September 16, 2025, by 5 PM.**

12. Evaluation of proposals

The consultant/firm will be evaluated as per the standard procurement rules of BFLFS that takes into consideration the technical competency and financial bid of the interested firms as below:

a. Technical competency <ul style="list-style-type: none"> • Portfolio: Samples of similar work completed, team composition. (30%) • Technical Proposal: Approach, methodology, work plan, and timeline. (40%) 	70%
b. Financial Proposal: A financial proposal with a detailed breakdown of the service fee, and additional charges	30%
Total	100%

The award of the consultant will be made to the individual firm receiving the highest score after the evaluation.



12. Timeline

The video documentary production will be for a duration of one and half months.

For more Information, contact:

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