



Terms of Reference (TOR)

Video and Photo Production Service

12.07.2022

1. About PREVENT PLASTICS and sequa

PREVENT PLASTICS is a European Union funded project and a joint approach of sequa, STENUM Asia and the Myanmar Banks Association (MBA). The project started in May 2020 and runs until April 2024. The overall objective of Prevent Plastics is to promote sustainable consumption and production patterns in Myanmar through **raised awareness** and **best practices on waste management**. The action has three specific objectives:

- (1) adoption of sustainable waste management practices in four industrial zones,
- (2) increased availability of eco-friendly packaging and carrier bag alternatives in the market for producers and consumers,
- (3) increased consumer awareness on plastics reduction.

sequa is a non-profit development organisation. We promote the development of the private sector and its business membership organisation as well as vocational qualification. sequa's shareholders are Germany's top business membership organisations (DIHK, ZDH, BDA, BDI) as well as GIZ. Jointly with partners, we have successfully implemented more than 1,000 projects in more than 100 countries during since 1991.

2. Scope of work

The company shall produce & record video & photos following the instruction below.

Project Details

Task 1 – High Quality Statement Videography with Testimonial Featuring at 2 different locations & 2 days shooting. Location YGN

Deliverable – story board to pre-production, idea Development meeting, Final video with subtitle

Task 2 - Life Style & Street Photography for 2 persons. Two Shooting location and one day shooting.

Deliverable – total of 15 photos featuring the lifestyles and actions.

Task 3 – Project Highlight video shooting in Mandalay. 10 interviews with infrastructure implementation highlight.

Deliverable – Short video covering highlights & interview maximum 3 mins

Task 4 – Awareness raising video on usage on a plastic packaging using street videography shots.

Deliverable – short video to publish

Task 5 – Waste picker life video documentary style

Delivery – Short video to publish



Task 6 – Shopping without plastic at supermarket with fun and engageable approach
Deliverable – short clip to publish

Task 7 – organic composting process photography. Photos much showcase the steps and methods.
Deliverable – Entire Process pictures in detail steps

Task 8 – Interview video with 2 person showcasing detailed set by step product creation and utilisation
Deliverable – maximum 2 mins video to publish & full product creation tutorial video

Task 9 – 2 Events photo coverage
Deliverable – photos with event highlight 2hours after the event with selection and retouch/final selection in 2 days after the event

Task 10 – Testimonial footage coverage at Nayung Chaung Village, Rakhine state covering the developed waste management systems
Deliverable - maximum 2 mins video to publish

PREVENT PLASTICS shall have the right to decide the locations and the story approach method to create the best video & photo outcome discussing with the company.

3. Duration of the assignment

The Assignment shall start on 15th August 2021. The mutual goal for finalising the production and story structure shall be ongoing progress. If the travel safety to the location is not given due to worsening pandemic or political situation a deadline extension needs to be approved by PREVENT PLASTICS team leader upon written request by the company.

4. Deliverables

The project timeline will end 31st December 2023 and individual deliverable may have different time fame to accomplish.

Changes in the schedule and delivery dates are possible but require prior agreement with the sequa Project Director or the PREVENT PLASTICS Team Leader.

5. Proposal submission requirements

- a) Production Quotation Proposal with detail pricing per task
- b) Company Portfolio

6. Points of contact and date for submission of quotations

The PREVENT PLASTICS Team Leader is the primary point of contact for all questions on program content.



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For questions regarding the submission of proposals, you may contact the PREVENT PLASTICS Project Director, who is responsible for managing the award procedure and contract.

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Quotations are due via email to info@preventplastics.org by midnight Yangon time on 30th July 2022.