



Terms of Reference

Consultancy Title	Media consultancy for the Production of a 15-minute Video on the Contributions of INGOs to Development in Vietnam
Location	Vietnam (filming locations to be agreed with CRS and partners)
Contract duration	30 September 2025

1. BACKGROUND

Catholic Relief Services (CRS) is the official international humanitarian agency of the Catholic community in the United States. CRS works to *save, protect, and transform* lives in need in more than 100 countries, without regard to race, religion or nationality. CRS' relief and development work is accomplished through programs of emergency response, HIV, health, agriculture, education, microfinance and peacebuilding.

CRS has been operating in Vietnam since 1994. In partnership with government and communities, CRS implements programs in 9 provinces/cities in Vietnam. The Vietnam Program has a diverse funding base in the sectors of Disabilities, Mine Action and Disaster Risk Reduction and Management, and Community-based Climate Change Adaptation.

Project Summary: International Non-Governmental Organizations (INGOs) have contributed significantly to Vietnam's development through collaboration with government agencies, civil society, and communities. Their programs have addressed critical issues such as poverty reduction, social inclusion, education, health, climate change, and livelihoods. To showcase these contributions and highlight the value of international cooperation, CRS seeks to produce a **15-minute video** that documents the role, results, and stories of INGOs working in Vietnam.

2. OBJECTIVES/PURPOSES

The purpose of this consultancy is to produce a 15-minute professional and engaging video that:

- Highlights the role of INGOs in supporting Vietnam's development priorities.
- Showcases concrete results, achievements, and stories of positive change through INGO collaboration.

- Features perspectives from government partners, INGO representatives, and community beneficiaries.
- Promotes the importance of international cooperation for sustainable development.

The final product will be used for advocacy, awareness raising, and outreach at national and international levels.

3. SCOPE OF WORKS/RESPONSIBILITIES

The consultant will be responsible for delivering high-quality services in accordance with the objectives of this assignment. Key responsibilities include, but are not limited to:

- Develop a creative concept, script, and storyboard in consultation with CRS.
- Coordinate with CRS and selected INGOs to identify filming locations, interviewees, and storylines.
- Conduct field visits to capture high-quality video footage and interviews.
- Edit and produce a 15-minute final video, including subtitles (Vietnamese and English), voice-over, branding, music, and basic motion graphics.
- Revise draft products based on feedback from CRS and partners.
- Ensure the final product complies with CRS branding guidelines and ethical storytelling standards.

4. DELIVERABLES AND TIMELINE

Deliverables:

- Draft script and storyboard
- First-cut video for CRS review
- Final 15-minute video in MP4 format, subtitled in both Vietnamese (voiceover) and English (subtitle), with branding, music, and voice-over

Tentative Timeline: Estimated number of working days: 14 days

Deliverable	Description	Deadline
Inception Report & Work Plan	Consultant submits a brief inception report outlining methodology, detailed work plan, and timeline (after initial meeting with CRS).	Day 2

Deliverable	Description	Deadline
Desk Review & Draft script and storyboard	Review project documents, conduct initial consultations with CRS staff/partners as required.	Day 3–5
Draft video / Key Outputs	Submit first draft of video	Day 8
Feedback from CRS	CRS provides consolidated feedback to consultant.	Day 10
Revised Draft	Consultant incorporates feedback	Day 12
Final Deliverables Submission	Submit final approved video, in Vietnamese with English subtitle	Day 14

5. LOGISTICAL SUPPORT:

CRS will provide:

- Access to relevant project and INGO background materials
- Coordination support with INGOs, government, and beneficiaries
- Travel arrangements for fieldwork (domestic flights, accommodation, per diem, and ground transportation, if applicable)

6. MAIN CONTACTS AND WORKING RELATIONSHIPS:

During the assignment, the consultant will work closely with:

- PACCOM communication focal point
- Representatives from INGOs and government partners

7. CONSULTANT QUALIFICATIONS:

The consultant will possess the following preferred qualifications and experience:

1. Bachelor's/Master's degree in media production, communications, journalism, or related fields.
2. Minimum 5 years of experience in video production for development projects, NGOs, or donor-funded programs.
3. Proven skills in creative storytelling, filming, editing, and post-production.

4. Ability to produce videos with accessibility features (subtitles, voice-over, sign language desirable).
5. Strong interpersonal and facilitation skills, and sensitivity in working with diverse communities and stakeholders.
6. Demonstrated experience working in development communication in Vietnam is an advantage.

8. EVALUATION CRITERIA:

The selection of the consultant will be based on the following criteria:

- **Relevant qualifications and experience:** technical competencies and past work in video production.
- **Technical proposal:** clarity of concept, approach, and feasibility of timeline.
- **Financial proposal:** cost-effectiveness and value for money.
- **Portfolio:** quality of previous work.

9. ETHICAL CONSIDERATIONS:

All activities must adhere to ethical standards, ensuring informed consent, confidentiality, and respect for the dignity of all individuals featured in the video. The consultant is expected to use inclusive language and approaches throughout the assignment.

10. APPLICATION PROCEDURE:

Interested parties are requested to submit their proposal in English or Vietnamese. Applications should include:

- Letter of Expression of Interest
- Company profile or business license (if applicable)
- Technical proposal (concept, methodology, tentative work plan)
- Financial proposal (daily rate in VND, inclusive of VAT/PIT and travel-related expenses)
- CV(s) of consultant(s)
- Portfolio or links to similar previous work
- Minimum two references

Proposals should be duly signed, stamped (where applicable), and submitted via email to vn_rfp2@crs.org

Deadline for submission: **16/9/2025**