



TERMS OF REFERENCE

Title: CONTENT PRODUCTION ON BEST PRACTICES UNDER THE SGTF PROJECT

Project: SHE GROWS THE FUTURE Project

Language of outputs: Vietnamese and English, unless otherwise approved in writing

Indicative field sites: Tân Uyên and Pac Ta commune, Lai Châu Province, including selected households applying introduced models, subject to final confirmation of access, interviewees, and field schedule.

Timeline: To be completed by 31st Dec 2026

Reporting to: Project Manager and Marketing and Communications Manager

Since 1989, CARE Vietnam has actively cooperated with many partner organizations to implement more than 300 projects in Vietnam. We recognize that the key to equitable and sustainable development lies in addressing the root causes of poverty, social injustice and inequality. We always work with our partners to support women smallholder farmers, workers, and women small and micro-enterprise owners in enhancing their capacity and confidence to participate in economic development activities, adapt to climate change, and increase resilience after natural disasters or major disasters. Together, we aim for a society that develops fairly and equitably for everyone.

1. PROJECT BACKGROUND

The She Grows The Future Project supports farming households and local partners in Tân Uyên and Pac Ta communes, Lai Châu Province, to strengthen climate resilience and improve the sustainability of rural livelihoods. The project promotes practical, locally appropriate approaches that work with natural processes, improve resource efficiency, and reduce environmental pressure. The practices to be documented under this assignment are Alternate Wetting and Drying (AWD) rice cultivation, climate-resilient banana cultivation, and integrated household VAC models combining garden, pond, and livestock activities.

To document how these practices have been selected, how they are applied, what results they generate especially exploring the impacts on climate adaptation, ecosystem benefits, and gender equality, and what conditions support their replication from the existing resources, CARE in Vietnam is seeking a qualified service provider (the Contractor) to produce a set of high-quality, evidence-based communication and learning materials.

2. OBJECTIVES OF THE ASSIGNMENT

The assignment has four objectives:

1. To document and synthesize three practical nature-based and climate-resilient agricultural models, including the selection of the model, their technical approach, results/impacts, enabling conditions, challenges, and potential for replication.

2. To show how participating households, including women and ethnic minority farmers where relevant, apply and adapt the practices and contribute to improving livelihood resilience in a changing climate context, improving ecosystem conditions and household decision making.
3. To produce high-quality bilingual communication assets suitable for strategic communications, project learning, stakeholder engagement, and approved external dissemination.
4. To ensure that all outputs are evidence-based, ethically produced, and delivered in formats that can be archived, reused, and updated by CARE if required.

3. SCOPE OF WORK

The contractor shall complete the following tasks:

Inception and desk review

- Review project documentation, communication materials, monitoring data, branding guidance, recommended key informant list, and any other materials provided by CARE in Vietnam. Discussing with the project team and partner in order to have a better understanding of the project and potential models
- Prepare an inception note that sets out the proposed narrative approach, data needs, interviewee categories, fieldwork plan, consent approach, risk assumptions, production schedule and expected deliverables.
- The inception package shall include a strategic content framework identifying proposed angles for AWD rice, banana cultivation, and VAC models; key messages; verified proof points; technical claims requiring validation; and the intended use of each asset within approved communication channels. The inception package shall include also recommendations of dissemination/distribution channels and suggested format for each channel.

Content development and approval

- Prepare a detailed script for the overview video and a detailed outline for each best-practice story, including the practice, how it was selected, problem it aims to address implementation process, results, participant perspectives, enabling conditions, challenges, and replication considerations.
- Submit these for review and approval before field production begins.
- The contractor shall revise materials in response to consolidated feedback from CARE Vietnam.

Field production

- Conduct filming, photography, and interviews in approved project locations.
- Fieldwork shall be culturally sensitive, gender-responsive, and compliant with informed-consent and safeguarding requirements.
- The contractor shall avoid excessive staging and shall ensure respectful representation of participants, including children where relevant and only with appropriate permissions.

Post-production and asset preparation

- Edit the video, draft the best-practice stories, prepare infographic layouts, edit and caption photographs, translate outputs, and produce draft packages for review.
- All technical and quantitative claims, including claims relating to water use, emissions, yields, income, input costs, soil health, waste reuse, or resilience, must be checked against project-provided data or clearly attributed evidence. Results, observations, projections, and participant perceptions must be distinguished.

Revision and final handover

- Revise outputs based on consolidated client feedback and submit final files, editable source files, raw materials, caption sheets, metadata logs, and an asset handover list.
- All final assets and raw/source files shall be handed over in organized folders with clear file naming conventions.
- Intellectual property shall transfer to the project in accordance with the contract.

The Contractor will be responsible for producing the following communication products:

4. MAIN DELIVERABLES AND ACCEPTANCE CRITERIA

Deliverable	Requirement	Acceptance criteria
Inception note and strategic content framework	One concise document covering the workplan, narrative and visual approach, interviewee categories, field plan, data needs, technical-validation process, consent plan, risks, and asset strategy and expected deliverables.	Approved by CARE in Vietnam before fieldwork.
Overview video	+ One integrated video of up to 10 minutes presenting the three practices and their contribution to climate-resilient livelihoods; Vietnamese audio or voice track with accurate English subtitles; Full HD minimum. + One short summary cut of approximately 2–3 minutes and + Up to three thematic clips of approximately 45 - 60 seconds each.	Approved narrative structure; technically usable audio and video; accurate subtitles; technically validated claims; no unsupported attribution; branding compliant.
Best practice AWD rice cultivation	Up to three best practice documentation A 800 - 1,200-word bilingual story explaining the local challenge, nature of work of each practice including 1. AWD practice and water-level monitoring, farmer experience, verified results, limitations, and replication conditions; 2. Banana cultivation on slopes including site and variety considerations, soil and water management, use of organic inputs or biomass where applicable, livelihood value, risks, and replication conditions. 3. Household VAC model including a bilingual story showing how garden, pond, and livestock components are integrated at household level, including resource flows, reuse of by-products, livelihood diversification, household roles, environmental safeguards, results,	Clear and technically accurate storyline; bilingual accuracy; at least 3 verified proof points where data permit; 1–2 approved quotes; design approved. Water, yield, input, emissions, or income claims must be validated and appropriately qualified. Agronomic and commercial claims must be validated; observed changes and participant perceptions must not be presented as measured impact.

Deliverable	Requirement	Acceptance criteria
	challenges, and replication conditions. Each of the documentation is accompanied by photographs, one infographic, and one quick-reference fact box.	The story must avoid presenting all VAC configurations as identical and must clearly describe the documented household's actual model and safeguards.
Photo bank	Minimum 20 edited, high-quality photographs for each documented practice, plus a curated hero-photo shortlist. Each image shall include bilingual captions and metadata covering location, date, subject, practice shown, photographer, and consent status.	Technically usable, captioned, consent status logged, thematically organized, and free from dignity or safeguarding concerns.
Source and editable files	Raw footage, original photographs, editable design files, subtitle files, bilingual caption sheet, interview and evidence log, music licence records where applicable, and complete asset register.	Complete handover in the agreed format, clearly named and organized for future reuse and archive.

5. TECHNICAL AND QUALITY STANDARDS

- All outputs shall be accurate, evidence-based, bilingual, and fit for professional external communication.
- **Video** shall be at least Full HD 1080p, with clear audio and properly licensed music or equivalent sound elements.
- **Written best-practice stories shall be concise, engaging, technically accurate, and structured to explain both results and the conditions needed for successful application.**
- **English translation** shall use clear and consistent development terminology and must not overstate unverified outcomes.
- **Infographics** shall follow approved branding guidance, use readable visual hierarchy, and present data in a clear, non-misleading way.
- **All final and source materials shall be transferred to CARE in Vietnam or the SGTF Project as specified in the contract.**

6. IMPLEMENTATION PLAN AND DELIVERY SCHEDULE

CARE in Vietnam will provide the contractor with available project documents, technical guidance, monitoring data approved for use, branding guidance, focal points for coordination, access support where feasible, and consolidated feedback within agreed timelines. CARE will confirm which quantitative data may be publicly used and facilitate technical validation by relevant project staff or partners.

No.	Phase / Deliverable	Manday	Expected Deadline
1	Desk review and inception meeting	0.5	Week 1
2	Develop the strategic content framework,	3	Week 1

	detailed video script, and best-practice outlines		
3	Approval of the inception package, script, and outlines	1	Week 2
4	Field production in Tân Uyên and Pac Ta including filming, photography, interviews, and practice documentation; one trip of maximum 5 days including travelling.	Up to 15 (3 camera men and 1 technical staff)	Weeks 2 - 3, aligned with the crop and activity calendar
5	Post-production and submission of Draft 1 including video demo, draft stories, and initial infographic designs	12-14	Weeks 4–6
6	Technical validation, feedback integration, and submission of Draft 2	6	Weeks 7–8
7	Final revisions, file organization, handover, and acceptance	0.5	By 31 Dec 2026
	Total	40	

7. COMPETENCY REQUIREMENTS FOR THE SERVICE PROVIDER

- Minimum of three years of experience in content production, documentary filmmaking, and publication design.
- Preference will be given to agencies with documented experience working with non-governmental organizations, community development, sustainable agriculture, nature-based solutions, climate change adaptation, or rural livelihoods.
- Highly qualified team of professionals (Director, scriptwriter, cameraman, translator, designer). The English translator must possess proven experience in translating international development terminology.
- Ability to travel to remote areas in Tân Uyên and Pac Ta, Lai Châu, and demonstrate cultural sensitivity and gender-responsive communication skills when engaging with rural and ethnic minority communities.
- Evaluation criteria: **Weighted scoring: 100 points total**

Criterion	Weight
Relevant organizational experience and portfolio quality	20
Technical understanding and proposed methodology	20
Evidence handling, ethics, and risk management	15
Team composition and qualifications	15
Work plan and timeline realism	10
Creative treatment and communication quality	10
Financial proposal	10

8. SUBMISSION REQUIREMENTS

Interested units with valid legal status are requested to prepare and submit 01 complete Proposal package (in either Vietnamese or English) **before 5pm on 15 Oct 2026** to email address: Procurement1@care.org.vn, containing the following details:

Note: If the total file size exceeds 30 MB, please compress the files in ZIP format or provide an accessible download link. Please note that CARE's email system does not accept RAR files.

1. Administrative Profile and Experience

- Legal Status: Copy of Business Registration Certificate/Establishment Decision (for enterprises or organizations).
- Company Capacity: Company profile and a list of similar communication projects executed within the past 3-5 years.
- Proven Track Record: Links (Drive/YouTube/Website) to at least 02 documentary or project videos and 02 finalized best-practice, case-study, infographic, or narrative products, preferably developed for international organizations, NGOs, or agriculture and climate programmes.
- Key Personnel: Concise CVs of the personnel directly assigned to this project: Director/Production Lead, Scriptwriter/Content Specialist, Graphic Designer, and Translator (including proof of translation experience in the development sector).

2. Technical Proposal

- **Technical Approach Statement:** A brief analysis of the SGTF Project's communication objectives and the key considerations for documenting nature-based and climate-resilient agricultural practices in Tân Uyên and Pac Ta, Lai Châu.
- **Creative Concept & Methodology:**
 - Proposed creative concept and storyline for the overview video of up to 10 minutes.
 - Proposed editorial and visual treatment for the three best-practice stories and accompanying infographics.
 - Methodological approach for documenting technical practices and interviewing participating households using culturally sensitive, gender-responsive, and evidence-based methods.
- **Work Plan:** A detailed week-by-week timeline, including the field trip schedule to Tân Uyên, Lai Châu, and dedicated time for technical validation, draft production, feedback, and revisions.
- **Risk Management:** Proposed measures for operational and editorial risks, including adverse weather, seasonal or crop-calendar constraints, inaccessible field sites, changes in interviewees, weak or incomplete baseline data, and timeline delays.

3. Financial Proposal

- **Summary budget table and a detailed breakdown of remuneration for each product category.**
- **The financial proposal must be a lump-sum, all-inclusive cost covering:**
 - Personnel fees (Filming, editing, photography, writing, design, translation).
 - Post-production costs (Music licensing, professional voice-over, visual effects).
 - Field logistics (transportation/car rental to Lai Châu and within Tân Uyên and Pac Ta, meals, accommodation, and per diem for the crew).
 - Materials procurement for final delivery (01 Portable Hard Drive, 2 TB).

- Applicable taxes and fees in accordance with Vietnamese law (VAT, Personal Income Tax, etc.).

CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply.

Thanks for your interest in CARE! We are committed to each other and to the protection of the people we serve. We do not tolerate sexual misconduct within or external to our organisation and imbed child protection in all we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment, and our recruitment practices are designed to ensure we only recruit people who are suitable to work with other staff and the people we serve. As well as pre-employment checks, we will use the recruitment and reference process to ensure potential new consultant/supplier understand and are aligned with these expectations. To find out more, please contact the Human Resources Team Leader.