



Developing a Comprehensive Framework for Practical Implementation of the Nagoya Protocol (ABS)



TERMS OF REFERENCE

Service Provider (Contractor)

1. Assignment Information

Assignment Title:	Design and produce short videos to enhance public awareness related to the Nagoya Protocol on ABS and the value and utilizations of genetic resources associated with traditional knowledge
Cluster/Project:	Programme Unit
Post Level:	
Contract Type:	Service Provider (Institution or Private firm)
Duty Station:	Office-based target areas in-country missions within Cambodia
Expected Place of Travel:	Phnom Penh, Cambodia
Contract Duration:	From October to December 2021

2. Project Description

Cambodia's specific geographical location and long history and complicated topographical, ecological and social features has resulted in it becoming a prosperous, rich and diverse plant genetic resource country. While diverse climatic conditions diversified the country's flora with both tropical and temperate plants, thousands of years of agricultural practice by ethnic groups enriched its crop genetic resources with great numbers of local cultivars and land races. In terms of medicinal plants, the high level of genetic diversity makes Cambodia an attractive country for bio-prospecting, especially given that there are approximately 800 known medicinal plants, many of which have associated traditional knowledge. However, Cambodia faces a wide range of issues that threaten its biological diversity and ecological security. These threats emanate from the transition from a subsistence-based agrarian economy to a consumption-based cash economy, competing land-use from urbanization and infrastructure development, poaching of wild plants and animals, localized overharvesting of timber, fuel wood and non-wood forest products, human-wildlife conflicts, and climate change. Because of the threat to biological resources, the traditional knowledge of local communities that is associated with genetic resources is disappearing rapidly, due to the change of traditional lifestyles. A large volume of traditional knowledge, such as medicinal use of biological resources, is being replaced by modern technology. The National Biodiversity Strategy and Action Plan (NBSAP) of Cambodia was adopted in 2002. The NBSAP identified equity as the most important thing biological resources sustainably in the long run and calls for consideration of poor and economically disadvantage group to secure their access to common resources.

To counter the various threats to biodiversity, genetic resource, and traditional knowledge, the country has planned various strategies for the conservation and sustainable use of biological resources for socio-economic development. However, making use of its biodiversity and traditional

knowledge for the promotion of bio-prospecting and of access and benefit-sharing (ABS) national regime that is constrained by several factors. Cambodia has no existing policy or legislation on ABS, the government recognizes the importance of establishing innovative schemes to derive equitable benefits through economic activities that are linked to sustainable utilization of natural resources and the institutional and personal capacity to carry out bio-prospecting beyond basic level and develop and manage ABS schemes that are compliant with Nagoya Protocol.

The project aims at strengthening human resources, legal frameworks and institutional capacities on access and benefit sharing of genetic resources to facilitate the implementation of the Nagoya Protocol on Access and Benefit Sharing. The above objective would be achieved through two components, namely:

Component 1: Creating an enabling national policy, legal and institutional framework for ABS consistent with the CBD and its Nagoya Protocol

Component 2: Developing capacity and administrative measures for the implementation of the national ABS legal framework.

The specific problem that this project will seek to address is the lack of a functioning national legal, policy, and institutional framework that will enable the equitable sharing of benefits from the use of genetic resources and traditional knowledge (TK) between the state (national) and state (governments), commercial interests, and the owners and custodians of these resources and TK (such as Indigenous and Local Communities [ILCs]). This issue is public awareness and capacity development between users, providers, national competent authorities, and related stakeholders on prevents unleashing the potential of genetic resources as a source of innovation, biodiversity conservation, market development, and poverty alleviation. It emphasizes the importance of more actively involving and making understood that capacity and awareness of the most stakeholders to ABS or Nagoya Protocol is still limited and effective communication strategy with a clear and accessible manner. The message or information and channel are the most significance for communication and capacity building through video visual, education materials, and media.

Following an inception workshop organized in June 2019 and the project workplan, and as well as to enhance public awareness on the Nagoya Protocol on ABS, particularly the value of genetic resources associated with traditional knowledge (GR-TK), the ABS project is looking for an experienced service provider/firm/company to design and produce number of short videos related to: (i) Kravanh plant and its functions and benefits (ii) National registration and documentation on genetic resource and tradition knowledge; (iii) The involvement of ILCs to GR-TK protection and conservation; and (iv) explanation on ABS procedure in the context of the Nagoya Protocol. In addition, the products must be meaningful, simplify understanding and attractive to all target audiences, particularly ILCs.

3. Scope of Work and objective

Under the overall guidance and supervision of the National Project Director, the selected service provider/institution/private firm will be working closely with PMU, DBD/MoE and relevant institutions/stakeholders to complete the assignments.

The following outputs will be produced as below:

- a) Design and produce three visual videos to promote public awareness related to the traditional knowledge associated with genetic resources as following topics:
 - *Role of ILCs in GR-TK protection and conservation;*
 - *Kravanh plant and its functions and benefits*
 - *National registration and documentation on genetic resource and tradition knowledge*
- b) Design and produce one animation video to promote public awareness with title of “*ABS procedure in the context of the Nagoya Protocol*”;
- c) Finalize result outcomes and activity report including files drive in original soft copy and submit to PMU for review and approval by Project Director;
- d) Guide and train PMU and DBD/MoE staffs all producing materials as necessary;
- e) Other tasks as require.

4. **Expected Outputs and Deliverables**

No.	Deliverables/Outputs	Target Due Dates	Review and Approvals Required
1	Deliverable 1: Submit and present to PMU and MoE as follow: <ul style="list-style-type: none"> - Inception Report including methodology, and detail workplan. 	1 st week of assignment	Reviewed by Communication Officer, Project Coordinator and approved by Project Director
2	Deliverable 2: Submit all final video scripts and first version of producing videos to PMU and MoE as follow: <ul style="list-style-type: none"> - Final scripts of three visual videos on ABS and TK and one script of video animation on ABS procedure; - First version of producing three visual videos and one video animation; 	5 th week of assignment	
3	Deliverable 3: Submit the final products to PMU and MoE as follow: <ul style="list-style-type: none"> - Final version of producing three visual videos and one video animation; (Original soft copy and printing materials); 	9 th week of assignment	

5. Institutional Arrangement

The service provider will be performed under the supervision of the Project Director. The service provider will also work closely with PMU, DBD/MoE and relevant people to ensure full cooperation and collaboration from all stakeholders.

6. Duration of the Work

The assignment is expected to be performed from October to December 2021. It is expected that the final documents will be submitted by the 1st week of December 2021.

7. Duty Station

The duty station of this assignment is a combination of home-based and/or be based in Ministry of Environment in Phnom Penh. If any travel to the provinces for stakeholder consultations and interviewing, the Daily Substantive Allowance (DSA) and transportation will be covered by the project and will be arranged by ABS PMU.

8. Minimum Qualifications of the Service Provider (Contractor)

The organization:	<ul style="list-style-type: none">• Based in Cambodia;• Skill in designing and producing video and managing communication work;• Preferred experiences in work with national institutions, NGOs and ILCs for media and campaigns in the field of environmental management and biodiversity conservation;• Preferred experience with civil society and media
Experience:	<ul style="list-style-type: none">• Experience in design and develop video on NRM, ILCs, ABS related activities;• Preferred experience in video, and social media applications includes familiarity with professional preproduction/ planning, studio and field production, lighting/grip, scriptwriting, storyboarding and photography, and relevant software proficiency;• Preferred experience in audio includes small format mixers, compression, EQ, effects processors, audio recording techniques for studio and field, multi-track and waveform editing.• Preferred experience in post-production entails digital video editing, still and motion graphics design, and video compression for multiple delivery platforms.• Experience in developing animation and visual frames with 2D/3D or other techniques with create storylines and characters in films or videos.• Experience in developing possess a creative eye and artistic aptitude. They can easily turn a script or a concept into an impressive computer-generated animation. To excel in this role,

	<p>you must be highly skilled in CGI software and storytelling.</p> <ul style="list-style-type: none"> • Experience and knowledge of the ABS procedures, GR/TK, community protocols; and • Experience in developing and conducting awareness rising to relevant stakeholders through media.
Competencies:	<ul style="list-style-type: none"> • Degree in computer animation, 3D/graphic design, fine arts or relevant field • Analytical skills and ability in development and create and develop multimedia (audio/video) content external promotional social videos, corporate training and other enterprise-wide projects • Ability to prepare script, storyboard, media work related ABS terminology and its concepts. • Analysis/synthesize information from different sources into video; • Displays sensitivity and adaptability to different cultures, genders, religions, races, nationalities and age groups; • Good team player, self-starter, has ability to work under minimum supervision and maintain good relationships.
Language:	Fluency in Khmer and English required;

9. Criteria for Evaluation of Level of Technical Compliance of Service Provider (Contractor)

Technical Evaluation Criteria	Obtainable Score
At least 3 years relevant work experience in the computer animation and video, 3D/graphic design, fine arts or relevant field (professional preproduction/ planning, studio and field production, lighting/grip, scriptwriting, storyboarding and photography, biodiversity conservation, TK, familiar with Nagoya Protocol).	60
Relevant educational background	10
Experience in UNDP Programming cycle, applied rule and regulation	15
Experience in project design and planning	15
Total Obtainable Score:	100

10. Payment Milestones

The consultant will be paid on a lump sum basis under the following installments.

No	Outputs/Deliveries	Payment Schedule	Payment Amount
1	Upon satisfactory completion of Deliverable 1		30%
2	Upon satisfactory completion of Deliverable 2		40%
3	Upon satisfactory completion of Deliverable 3		30%

Interested Institution or private firm should submit a letter of interest and profile with support references no later than 13th October 2021 to Ministry of Environment (MoE), Morodok Techo Building, Lot 503, Sangkat Tonle Bassac, Chamkarmon, Phnom Penh, Cambodia.

And/or email to: keosamnang.tiep@gmail.com

For further information, please contact at: 069 393 666. Only short-listed candidates will be contact for interview.