

Terms of Reference (ToR) for Developing a 10-12 Minute Film about Fairtrade NAPP

Fairtrade NAPP (Network of Asia and Pacific Producers) works to empower farmers and workers through Fairtrade certification, offering support across multiple areas such as capacity building, certification advisory services, advocacy, and more. To further showcase its work and the impact of Fairtrade in Asia and the Pacific, Fairtrade NAPP intends to develop a 10-12 minute promotional film.

Objective of the Film

The film will provide an explanatory video about Fairtrade NAPP, its vision mission, governance and services highlighting its impacts through various programs and projects in the region by combining pre-recorded interviews of leadership and stakeholders and producers voices by utilizing existing footages. The objective is to raise awareness about Fairtrade NAPP's role in transforming communities and creating sustainable livelihoods.

Scope of Work

The film will be developed by incorporating:

- **Interviews of four key individuals from Fairtrade NAPP:**
 - CEO
 - COO
 - Chair
 - Vice-Chair
 - 06 Producers Testimonials including crop and regional diversity (to be selected by the Production house from the Premium Impact Footages)
 - Other 04 Stakeholders: NFO, FI, PN, Partners
- **Editing of Footages** from existing NAPP films and video archives to enhance the storytelling and provide contextual visuals of Fairtrade NAPP's work and beneficiaries.
- **Graphics and Visuals** to be used for presenting impact data, key achievements, and Fairtrade NAPP programs for enhanced viewer understanding.
- **Voice-over narration** to bridge content between interviews and footages, ensuring a smooth and cohesive story.
- **B-roll and stock footage** (as necessary) to emphasize certain visual themes or areas that may require additional material.

Deliverables

- A final 10-12 minute film, including:
 - Well-edited interviews & Producers testimonials
 - Use of footages from existing NAPP films and shared interviews
 - Relevant graphics highlighting Fairtrade NAPP's impact, programs, and data.
 - A professional voice-over for content where needed.
- A rough cut for initial feedback and revisions.
- Final high-resolution version in a format suitable for distribution across multiple platforms (social media, web, etc.).

5. Timeline

- **Project start date:** Upon signing the contract.
- **Submission of first rough cut:** No later than **15th March 2025**.
- **Final film submission:** **20th March 2025**.

Fairtrade Network of Asia and Pacific Producers Ltd.

Registered Office: Suite N0:S05080, Just Co, Level 5, International Plaza, 10 Anson Road, Singapore 079903

| <http://www.fairtradenapp.org/>

Budget & Payment

The total budget for the project is **1,200 Euros**. This includes:

- Editing of the interviews and footages.
- Graphics development.
- Voice-over costs.
- Sub titles where needed.
- Any required stock footage or additional editing material.
- Full payment will be made upon the completion of the video.

Required Qualifications

The selected filmmaker or production team must have:

- Proven experience in documentary filmmaking and video editing.
- Proficiency in using video editing software.
- Ability to incorporate graphics and data into visual storytelling.
- Experience with voice-over recording and synchronization.

Fairtrade NAPP Data Protection, Usage, and Guidelines for Access to Files

- **Confidentiality and Data Protection:** All materials, including footage, interviews, graphics, scripts, and data provided by Fairtrade NAPP, must be treated as confidential and for the sole purpose of this project. The selected filmmaker/production team must ensure that the materials are not shared or used for any other purposes outside of this project unless written consent is obtained from Fairtrade NAPP.
- **Access to Files:** Fairtrade NAPP will provide the overall script for the film and access to necessary video files, interviews, data and other relevant materials. Access will be given via secure file transfer methods. The filmmaker/production team is expected to maintain a secure system for storing these files during the project timeline and to delete or return them once the project is completed.
- **Data Usage:** All visual and data content (including impact data, Fairtrade program information, and footage) must be used responsibly and in accordance with the branding and ethical guidelines of Fairtrade NAPP. Unauthorized use or distribution of any part of the provided files will be subject to legal action.
- **File Ownership:** Fairtrade NAPP retains full ownership of all provided files and materials. Upon completion of the project, all raw footage, editing files, and final versions must be returned to Fairtrade NAPP, and any copies held by the filmmaker/production team should be deleted.

Application Process

Interested filmmakers or production teams are invited to submit:

- A brief proposal outlining their approach to this project.
- Examples of similar films or documentaries they have produced.
- A timeline for key milestones

Submission Deadline: Applications should be submitted no later than **20th February 2025**.