

Terms of Reference (ToR)

Consultancy to Develop and Produce Human-Interest Stories and a Video Documentary

Project Title:	<i>Strengthening Governance and Capacity of Local NGOs and CBOs for Effective Climate Action (SGC-LC)</i>
Project Number:	KHM/SGP/OP7/Y5/CORE/CD/2025/01
Funding Source:	GEF Small Grants Programme (SGP) – OP7 Core Grant
Assignment Period:	October – November 2025
Location:	Phnom Penh and selected provinces (e.g., Kampong Thom, Siem Reap, and Pursat)

1. Background

The Coalition for Partnership in Democratic Development (CPDD), with funding support from the Global Environment Facility (GEF) Small Grants Programme (SGP) implemented by UNDP Cambodia, is carrying out the five-month project “Strengthening Governance and Capacity of Local NGOs and CBOs for Effective Climate Action (SGC-LC)” from June to November 2025.

The project aims to strengthen the institutional and technical capacity of at least 20 local non-governmental and community-based organizations (NGOs and CBOs) to design, manage, and report on environmental and climate-related projects while promoting transparent, accountable, and inclusive local governance.

In Cambodia, local CSOs and CBOs play an increasingly vital role in advancing environmental sustainability, climate resilience, and community-driven governance. Yet, many organizations still face challenges in project management, resource mobilization, and integrating gender and social inclusion into climate actions. Through this initiative, CPDD works closely with the GEF SGP National Steering Committee, UNDP, and sub-national administrations to address these capacity gaps and to promote cross-learning among partners.

The project’s interventions training, mentoring, knowledge sharing, and collaborative reflection are designed to ensure that local actors, including women, youth, Indigenous Peoples, and persons with disabilities, become active leaders in community-based environmental management and policy engagement.

A key outcome of the project is the creation of knowledge management and visibility products that document tangible results and lived experiences from the field. To this end, CPDD seeks to develop a short documentary video and a set of human-interest stories that showcase the project’s impact on local institutions and communities. These products will serve multiple purposes: (a) to communicate project achievements and lessons learned to donors and policymakers; (b) to inspire replication and scale-up of successful practices; and (c) to increase public awareness of how community-driven governance and climate action contribute to Cambodia’s sustainable-development agenda.

The documentary will visually capture the voices and experiences of diverse stakeholders from community leaders and women activists to youth innovators and Indigenous groups demonstrating how local efforts under the GEF SGP have led to improved environmental stewardship, stronger organizational governance, and more inclusive participation in decision-making.

Through compelling storytelling, interviews, and field visuals, the film will not only celebrate success stories but also emphasize the collaborative spirit that underpins the SGC-LC project: civil society, local authorities, and development partners working together for an accountable and climate-resilient Cambodia.

2. Purpose of the Assignment

The purpose of this assignment is to develop and produce a short video documentary that effectively showcases the results, human stories, and impacts of the project *“Strengthening Governance and Capacity of Local NGOs and CBOs for Effective Climate Action (SGC-LC)”*.

The documentary will serve as a knowledge-sharing and visibility tool, illustrating how the project has strengthened the capacity of local NGOs and CBOs to manage environmental initiatives, promote inclusive governance, and engage communities in climate action.

More specifically, the documentary will:

1. Visualize project impact by highlighting community-level changes and the transformation of local NGOs and CBOs through capacity-building, mentoring, and participatory governance.
2. Tell compelling human stories that illustrate how local initiatives have led to improved environmental management, climate adaptation, and social inclusion.
3. Demonstrate collaborative governance by showcasing the partnerships between CPDD, local CSOs, CBOs, and stakeholders under the GEF-SGP framework.
4. Enhance visibility and learning, providing a communication product that can be used for donor reporting, policy dialogues, national forums, and public engagement through media platforms.
5. Inspire replication and scale-up of successful approaches by documenting lessons learned and best practices that can inform future programming in climate governance and local development.

Ultimately, the assignment aims to transform the project’s technical results and human experiences into a narrative that connects emotion, evidence, and impact, demonstrating how locally driven governance and environmental initiatives contribute to Cambodia’s broader sustainable-development and climate-resilience goals.

3. Objectives

The main objective of this assignment is to produce a high-quality video documentary that captures and communicates the project’s key achievements, outcomes, and human stories in promoting effective climate action and local governance.

Specific objectives include:

1. To document and showcase the impact of capacity-building interventions on local NGOs and CBOs in managing environmental and climate-related projects.
2. To highlight inclusive participation and leadership of women, youth, Indigenous Peoples, and persons with disabilities in climate action and governance.

3. To capture compelling human-interest stories that reflect changes in communities and local institutions supported by the project.
4. To enhance the visibility and communication of project achievements through engaging and informative visual storytelling.
5. To provide knowledge and advocacy material for CPDD, UNDP, and partners to support future programming, policy dialogue, and public outreach.

4. Scope of Work and Key Tasks

The consultant or production firm will work closely with CPDD's Communications Team and the GEF-SGP National Coordinator to design, film, and produce a short documentary video (10–12 minutes) that captures the project's achievements and human-interest stories.

The tasks will include both preparatory and production phases, ensuring alignment with CPDD and UNDP visibility and quality standards.

Key Tasks	Description
Inception and Planning	Conduct an initial consultation with CPDD to understand project objectives, review key documents, and agree on video concept, storyline, and filming plan. Submit an inception report outlining methodology, locations, schedule, and storyboard.
Desk Review	Review project materials (reports, photos, human-interest story outlines, activity documentation) to identify key messages, success cases, and interview subjects.
Field Visits and Filming	Conduct field missions to selected project sites (e.g., Kampong Thom, Siem Reap, Pursat, and Kampong Chhnang) to capture high-quality video footage, interviews, and visuals of project beneficiaries, partners, and local environments.
Interviews and Storytelling	Record interviews with key stakeholders including local CSO/CBO representatives, women and youth leaders, Indigenous community members, persons with disabilities, and local authorities to ensure diverse and inclusive representation.
Post-Production and Editing	Edit and produce a 10–12-minute documentary video in Khmer language with English subtitles, integrating narration, background music, graphics, and branding per CPDD, UNDP, and GEF-SGP visibility guidelines.
Short Promotional Clips	Produce 2–3 short social media clips (1–2 minutes each) extracted from the main documentary to be used for awareness-raising and online dissemination.
Draft Review and Feedback	Submit the first cut of the video and short clips for CPDD and UNDP review. Incorporate feedback and ensure final approval of content, tone, and technical quality.
Final Deliverables	Deliver the final approved documentary (Full HD, MP4 format), short clips, raw footage, high-resolution photos, and all consent forms for use in CPDD and UNDP communication platforms.

5. Expected Deliverables

The consultant or production firm is expected to deliver all outputs in high-quality, ready-to-publish formats, aligned with CPDD, UNDP, and GEF-SGP branding and communication guidelines.

Deliverable	Description / Content	Timeline
Inception Report and Storyboard	A short report outlining the conceptual approach, storyline, filming plan, schedule, and proposed interview subjects. Includes storyboard and visual treatment concept.	Within 5 days after signing the contract
Raw Footage and Interview Transcripts	All unedited video footage, drone shots (if applicable), high-resolution photos, and transcripts of interviews collected from the field.	By end of October 2025
First-Cut Video Documentary	A 10–12-minute draft documentary in Khmer with English subtitles, including visuals, narration, and background music, submitted for review and feedback.	Early November 2025
Short Social Media Clips	2–3 short video clips (1–2 minutes each) adapted from the main documentary for online dissemination and public engagement.	Alongside first-cut submission
Final Video Documentary	Finalized version of the documentary incorporating all feedback, fully edited and approved by CPDD and UNDP. Delivered in multiple formats (Full HD, MP4, and web-optimized).	By November 25, 2025
Raw Materials and Consent Forms	Complete set of raw files, audio, photos, and signed consent forms of all participants, submitted to CPDD for archiving and future use.	Upon completion of the assignment

6. Technical Specifications

The documentary must meet professional production standards suitable for broadcast, public events, and digital dissemination, and comply with CPDD, UNDP, and GEF-SGP visibility and branding guidelines.

Specification Area	Requirements
Length and Format	Main video: 10–12 minutes; additional 2–3 short clips (1–2 minutes each) for social media. Final files in MP4 format, Full HD (1080p), 16:9 aspect ratio.
Language and Subtitles	Primary language: Khmer with English subtitles. Subtitles must be synchronized, clear, and use accessible fonts.
Narration and Audio	Professional voice-over in Khmer, clear audio recording, and balanced sound levels. Use royalty-free background music and sound effects appropriate to the theme.
Visual Quality	High-definition footage (1080p minimum); stable shots; appropriate lighting; and drone footage where feasible to enhance visual storytelling. Include natural sounds and dynamic visuals to strengthen engagement.
Style and Tone	Documentary storytelling combining interviews, on-site visuals, and narration. Tone should be positive, human-centered, and inspiring, while remaining factual and evidence-based.
Branding and Visibility	Must include CPDD, UNDP, and GEF-SGP logos per visibility guidelines. Opening and closing slides should feature the project title, donor acknowledgment, and credit text approved by CPDD and UNDP.
Accessibility and Inclusiveness	Subtitles required for all speech and background narration; ensure clear contrast and font size. Video should reflect gender equality, inclusion, and cultural sensitivity throughout.

Deliverable Formats	Final products submitted in: (a) Full HD version for events, (b) Web-optimized version for online sharing, and (c) Subtitled and non-subtitled versions as requested. Include all raw footage and project files.
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7. Methodology

The consultant or production firm is expected to apply a participatory and creative storytelling approach that ensures inclusiveness, factual accuracy, and alignment with CPDD, UNDP, and GEF-SGP visibility standards. The process will be implemented in four key phases, as outlined below:

Phase	Description of Activities	Key Expected Outputs
1. Inception and Planning	- Conduct coordination meetings with CPDD and GEF-SGP team to clarify objectives, key messages, and target audiences. - Review relevant project documents, reports, and photos to identify success stories and priority sites. - Develop and submit an Inception Report detailing storyline, concept, filming plan, interview list, and logistical arrangements. - Obtain approval of storyboard and filming schedule before field deployment.	- Approved Inception Report and storyboard. - Detailed filming and interview plan aligned with project timeline.
2. Fieldwork and Data Collection	- Visit selected project sites (e.g., Kampong Thom, Siem Reap, Pursat, Kampong Chhnang) to capture field footage and interviews. - Apply participatory filming techniques to ensure inclusion of women, youth, Indigenous Peoples, and persons with disabilities. - Record interviews with project beneficiaries, local authorities, and CSO/CBO representatives. - Capture contextual visuals showing environmental practices, training sessions, and community engagement activities. - Ensure informed consent from all participants and compliance with ethical standards.	- High-quality raw video and photo materials collected. - Signed consent forms from all participants. - Comprehensive field documentation notes.
3. Post-Production and Editing	- Edit collected footage into a 10–12-minute documentary in Khmer with English subtitles. - Integrate narration, graphics, and background music that complement the project's theme. - Produce 2–3 short clips (1–2 minutes each) for social media dissemination.- Ensure adherence to CPDD, UNDP, and GEF-SGP branding and visibility guidelines. - Submit first-cut version for review and feedback.	- Draft documentary and short clips produced and submitted. - Version 1 reviewed and commented by CPDD and UNDP.
4. Quality Assurance and Finalization	- Incorporate all comments and finalize video products for approval. - Verify consistency of messaging with project outcomes and indicators. - Conduct a validation session with CPDD and UNDP for final quality assurance.	- Final approved documentary (10–12 minutes). 2–3 short social media clips.

	○ Deliver the final versions in Full HD and web-optimized formats, including all raw footage, photos, and consent forms.	○ All supporting materials (raw footage, photos, consent forms) delivered to CPDD.
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8. Duration and Level of Effort

The consultancy is expected to be implemented over a period of 40 working days between October and November 2025, covering all phases from planning, fieldwork, and editing to final approval and delivery of products. The level of effort may vary slightly depending on travel logistics, review rounds, and approval timelines.

9. Reporting and Coordination

The consultant or production firm will work under the direct supervision of the Head of Program, CPDD, and in close coordination with the Communications and Media Associate and the GEF-SGP National Coordinator at UNDP Cambodia.

The consultant will be responsible for maintaining regular communication with CPDD throughout all stages of the assignment from planning to final delivery. The Head of Program will provide overall guidance and review of deliverables, while the Communications and Media Associate will support coordination of field visits, interviews, and logistical arrangements.

All materials, including the storyboard, draft video, and final products, will be reviewed and cleared by CPDD and UNDP to ensure technical accuracy, visibility compliance, and alignment with GEF-SGP branding standards. The consultant must incorporate all feedback promptly and submit final deliverables, including the documentary, short clips, raw footage, and consent forms, to CPDD upon completion.

10. Required Qualifications

The assignment requires a consultant or production firm with demonstrated experience in professional video production, storytelling, and development communication preferably with a focus on environmental governance, climate action, or civil society engagement in Cambodia. The selected consultant/firm should possess the following qualifications and competencies:

Education & Background	○ University degree in media, communication, film production, journalism, or related field. ○ Equivalent professional experience in documentary production accepted in lieu of formal degree.
Professional Experience	○ Minimum 5 years of experience in producing documentaries or communication materials for NGOs, UN agencies, or development partners. ○ Proven track record in environmental, climate, or governance-related storytelling. ○ Experience filming in rural areas and engaging with local communities, including women, youth, Indigenous Peoples, and persons with disabilities. ○ Strong portfolio demonstrating previous similar work.
Technical Skills	○ Proficiency in filming, video editing, sound design, and subtitling (Khmer and English).- Strong storytelling and visual communication skills. ○ Familiarity with UNDP/GEF visibility guidelines and donor branding standards.

Soft Skills & Ethics	○ Excellent organizational and time-management abilities. ○ Commitment to ethical and inclusive storytelling, including informed consent and dignified representation.
Language	○ Fluency in Khmer and English, with strong writing and communication skills for subtitles and narration.

11. Ethical Considerations

The consultant or production firm must adhere to the highest ethical and professional standards in the execution of this assignment to ensure respectful, accurate, and responsible storytelling. All activities must comply with CPDD's ethical communication policy, UNDP's safeguarding principles, and GEF-SGP visibility and consent requirements.

Key ethical requirements include:

- **Informed Consent:** Obtain written consent from all individuals featured in the video or photographs, clearly explaining the purpose, use, and dissemination of the materials.
- **Dignity and Respect:** Represent all participants especially women, youth, Indigenous Peoples, and persons with disabilities with dignity, ensuring that their stories are portrayed truthfully and without bias or exploitation.
- **Privacy and Confidentiality:** Protect the personal information and identities of individuals who may be vulnerable or who request anonymity.
- **Accuracy and Authenticity:** Ensure that all footage and narratives reflect real events and authentic experiences; avoid any staging, manipulation, or misrepresentation.
- **Cultural Sensitivity:** Respect local traditions, customs, and cultural contexts during filming and interviews.
- **Do No Harm Principle:** Ensure that no individual or community faces harm, discrimination, or stigma as a result of their participation in the documentary.

The consultant is expected to follow these ethical principles throughout all stages of production from planning and fieldwork to editing and dissemination to ensure that the final products reflect the values of transparency, inclusivity, and human rights.

12. Budget and Payment Schedule

The assignment will be implemented under a fixed-price contract. The total budget will be determined based on competitive quotations and availability under the project's Output 2.2 allocation. Payments will be made in tranches upon satisfactory completion and approval of each deliverable by CPDD and UNDP.

Payment Milestone	Deliverables / Outputs	Payment (%)	Timing
1st Payment	Submission and approval of Inception Report and Storyboard, including detailed filming plan and schedule.	20%	Within 1 week after contract signing
2nd Payment	Completion of fieldwork and submission of draft video documentary (first-cut version) and short clips for review.	40%	By mid-November 2025

3rd Payment	Submission and acceptance of final video documentary, short clips, raw footage, and consent forms.	40%	By November 25, 2025
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13. Ownership and Copyright

All materials, including raw footage, photographs, edited videos, scripts, subtitles, graphics, and any other outputs produced under this assignment, shall remain the sole property of the Coalition for Partnership in Democratic Development (CPDD) and the GEF Small Grants Programme (SGP) implemented by UNDP Cambodia.

The consultant or production firm shall:

- Transfer full ownership and copyright of all deliverables to CPDD and UNDP upon completion and final acceptance of the assignment.
- Refrain from reproducing, modifying, or distributing any part of the materials for personal, commercial, or third-party use without prior written consent from CPDD and UNDP.
- Ensure that all audio, music, visuals, and graphics used in the production are royalty-free or properly licensed for unlimited use by CPDD and UNDP.
- Provide all editable project files, including raw video footage, audio tracks, and final versions, as part of the final submission package.

All outputs will be used for non-commercial, development, and educational purposes, including dissemination through CPDD, UNDP, and GEF-SGP communication platforms, ensuring proper credit and visibility to the production team as agreed.

14. Application and Submission Requirements

Interested candidates are invited to submit their applications containing the detailed proposal together with a work plan, estimated cost, and methodologies and tools to be used to deliver the target deliverables within the expected timeframe, and along with CVs of the proposed individual or consultant team accordingly. Also, provide names, addresses and telephone numbers of clients who may be contacted for references in connection with the proposed contract - together with an indication of the relevance of the work done for those clients to the subject matter of this term of reference. The submission is no later than 5:00 PM on **15 October 2025**.

Women and candidates with disabilities are encouraged to apply.

All candidates should submit the application to: Coalition for Partnership in Democratic Development (CPDD) at the address of Phnom Penh Villa Building, #124, St. 388, Sangkat Toul Svay Prey 1 Khan Chamkarmon, Phnom Penh Cambodia ; H/P: +855 (0) 77 669 895, Tel: +855 (0) 23 238 836; Website: www.cpddcambodia.org ; or E-mail: secretariat@cpddcambodia.org

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