



Royal Society for Protection of Nature (RSPN)

Terms of Reference (ToR) for Production of Project Impact Video

May, 2026

Project: Developing Ecosystem-based Solutions for Managing Biodiversity Landscapes in Bhutan

Supported by:



Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

IKI

INTERNATIONALE
KLIMASCHUTZINITIATIVE



based on a decision of the German Bundestag



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Under the Royal Patronage of Her Majesty Gyalsuen Jetsun Pema Wangchuck

Inspiring personal responsibility and actively involving the people of Bhutan in
Conservation of the Kingdom's Environment

1.BACKGROUND

Royal Society for Protection of Nature (RSPN)

RSPN is a non-governmental organization established in 1987 under the Royal Command of His Majesty the Fourth Druk Gyalpo, Jigme Singye Wangchuck. It is devoted to the conservation of Bhutan's unique environment. Since its inception, the RSPN has partnered with the Royal Government of Bhutan to conserve the environment through species conservation, the promotion of sustainable livelihoods, and the strengthening of community resilience via climate adaptation and mitigation measures.

Project Brief:

Project Title: Developing Ecosystem-Based Solutions for Managing Biodiversity Landscapes in Bhutan

Project Overview: RSPN is currently implementing a major project, "**Developing Ecosystem-Based Solutions for Managing Biodiversity Landscapes in Bhutan.**"

This initiative is designed to enhance organizational interventions for the conservation of the **Critically Endangered White-bellied Heron (WBH)**. Supported by the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) of the Federal Republic of Germany through the International Climate Initiative (IKI). The project's core objective is to develop ecosystem-based solutions for managing biodiversity landscapes with a special focus on establishing approaches and tools for protecting and managing WBH habitats along Punatsangchhu and Mangdechhu basins in Bhutan.

The project spans six Dzongkhags: **Dagana, Punakha, Trongsa, Tsirang, Wangduephodrang, and Zhemgang**. A core objective is the design and application of community engagement strategies that strengthen climate resilience. This is achieved by diversifying livelihood options and promoting environmentally conducive practices that benefit both the local communities and the ecosystem in the long run.

Call for Proposals: As the project enters its final phase, RSPN seeks a professional production firm to document the transformative impact of these interventions through high-quality multimedia documentation.

2.OBJECTIVE OF THE TASK:

The primary objective is to produce high-quality communication materials that showcase the project's achievements in stabilizing WBH habitats and improving the socio-economic resilience of local communities.



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3. COMMUNICATION GOAL:

The primary goal of the impact video is to provide a compelling narrative of the project's five-year journey, showcasing how the project interventions have successfully harmonized the survival of the White-bellied Heron, while enhancing the socio-economic resilience of local communities.

Specifically, the video aims to:

- **Demonstrate Impact:** Visually validate the stabilization of WBH habitats and the tangible improvements in community livelihoods across the project landscape.
- **Showcase Innovation:** Highlight the success of conserving biodiversity in non-protected areas through community-led stewardship and climate-smart interventions.
- **Knowledge Transfer:** Act as a strategic knowledge-sharing tool to disseminate "lessons learned" and scalable conservation models to national policymakers and international climate-finance partners.

4. OVERALL ASSIGNMENT:

The consultant/firm will be responsible for capturing the quantitative and qualitative impacts of the project through field-based storytelling, interviews with stakeholders (DoFPS local governments, and local communities), and data visualization of project indicators. The consultant will also provide end-to-end production services: scripting, high-altitude/field filming, professional interviews, post-production (editing/color grading), and the creation of social media content.

5. SCOPE OF WORK:

The scope includes, but is not limited to:

5.1 Documentation Review: Reviewing the Technical Proposal and annual progress reports to ensure technical accuracy.

5.2 Field Production: Traveling to project sites (Punakha, Wangdue, Tsirang, Dagana, Trongsa, and Zhemgang) along with the project team.

5.3 Stakeholder Interviews: Capturing interviews from relevant stakeholders, project local beneficiaries and donors (if applicable).



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6. SPECIFIC TASK FOR THE ASSIGNMENT:

- Duration: A comprehensive project impact video with a minimum runtime of **10 minutes**.
- Technical Standard: The final output must be rendered in 4K UHD and 1080p Full HD formats, optimized for seamless playback across all modern devices, including large-scale event screens, the RSPN YouTube Channel, and other social media platforms.
- Narrative: The video must capture the project's evolution from the **2021 baseline to its 2026 completion**. The storytelling should be a cohesive blend of cinematic field footage, in-depth stakeholder interviews, and data-driven motion graphics to visualize key milestones.

Inception:

- Develop and submit a **detailed script/storyboard** for the impact video. Production may only proceed to the filming stage upon formal review and approval by RSPN. Hold preparatory discussions with the RSPN team about the preparation of videos and field visits.

Production:

- High-definition videography and photography of project sites including restored habitats and community activities. Utilizing drone shots (*for landscape/river basin scale*) and macro shots (*for the species and community work*). Capture high-resolution footage from the project areas as per requirement and discussion with the relevant staff of RSPN according to the prepared script/outline. The selected firm should be available to join the project team in the field as per RSPN's schedule and requirements.
- The videos should consist of various camera angles including aerial views using UAV/drones.
- Record narration and prepare background music for the videos.
- The video must capture real people/characters/custodians including interviews.
- For broader outreach and audience engagement, all video interviews and narratives should be recorded in Dzongkha and/or relevant local dialects to preserve authenticity and reflect local context. English subtitles must be included throughout the videos. The final deliverables shall include two separate versions: **Dzongkha Version:** Tailored for national audiences, local broadcasting, and community engagement purposes. **English Version:** Adapted for international audiences and development partners, featuring professionally translated subtitles and/or voice-overs in English.



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- Prepare draft videos as per the timeline for comments and approval. The firm will incorporate all the comments and present the final videos as per the agreed timeline to RSPN Management and team.
- Cinematography: Graphic Integration: Using 2D/3D motion graphics to show maps and "Before vs. After" statistics.

Post-Production: Editing, voice-overs (English/Dzongkha), and inclusion of sub-titles.

- No equipment will be purchased or provided by RSPN. Any equipment needed to complete this assignment shall be arranged by the service provider, consultant.
- Provide 60-second teaser versions of the video in both Dzongkha and English, optimized in a vertical (9:16) format suitable for social media platforms such as Instagram Reels, TikTok, and YouTube Shorts.
- Ensure that all video outputs include high-quality English subtitles and professionally recorded voice-overs in either English or Dzongkha, as agreed upon during the inception phase of the assignment.

7. OUTPUT/ DELIVERABLES:

- i. Prepare and submit a storyboard/script in consultation/collectively with the Communications Officer prior to recording and filming.
- ii. Prepare and submit a work plan as per scheduled project activities.
- iii. Submit raw pictures (300dpi), audio/video, and edited video recording of the elements captured, and the footage of the recorded stories.
- iv. Present the complete set/package of videos and hand over a master copy of each version to RSPN.

8. TIME FRAME OF THE ASSIGNMENT:

This task shall be contracted for **40 days** commencing from the date of signing of the contract agreement. The final video should be submitted no later than **July, 2026(w.e.f. Date of contract signing)**

9. APPLICATION PROCEDURE

Interested consultancy firms may submit the proposal with complete required documents in a sealed envelope entitled '**Proposal for Project Impact Video Assignment**' addressed to **Executive Director, RSPN** and submitted to Administration and Finance Division (AFD), RSPN on **June 8th, 2026 by or before 05:00 PM hours.**

The submission package must include the following documents:



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1. Cover Letter

A signed cover letter expressing interest in the assignment and confirming the firm/team's availability and commitment.

2. Technical Proposal

A detailed proposal clearly describing the proposed video concept, methodology, implementation approach, and workplan/timeline for the assignment.

3. Financial Proposal

A comprehensive budget breakdown indicating all proposed costs related to the assignment.

4. Curriculum Vitae (CVs)

Detailed CVs of the Team Leader and all proposed team members, highlighting their qualifications, expertise, and relevant professional experience.

5. Company Profile

A profile of the company/firm clearly outlining organizational background and previous experience in producing similar documentaries, impact videos, or multimedia projects.

6. Sample Work / Portfolio

Copies or links to sample documentaries/videos completed in the past as references to demonstrate the quality and relevance of previous work.

IMPORTANT NOTE: Proposals submitted with incomplete documentation or missing required components shall be considered non-responsive and may be disqualified from the evaluation process.