



Terms of Reference

Consultancy for Producing a Video on Project Impacts

1. Background

NatureLife Cambodia (NLC) has been supporting a biodiversity-friendly scheme that integrates wetland conservation with traditional smoked fish processing under "**Tonle Fish**" brand at Toul Neang Sav Plov Loung Community Protected Area (CPA) within Stung Sen Ramsar Site, Tonle Sap. The initiative aims to improve the livelihoods of floating communities while strengthening biodiversity conservation and the protection of Tonle Sap. Tonle Fish engages local communities in the co-management of Stung Sen Ramsar Site by promoting sustainably produced smoked fish that combines traditional knowledge with biodiversity-friendly production practices. As its name suggests, **Tonle Fish** represents fresh, sustainably sourced fish harvested from the natural waters of Tonle Sap and the Stung Sen Ramsar Site. The enterprise is managed by the Toul Neang Sav Plov Loung CPA, a recognized floating community in Phat Sanday Commune, Kampong Svay District, Kampong Thom Province.

The initiative was first piloted in 2024 with support from the Critical Ecosystem Partnership Fund (CEPF), followed by funding from Oxfam Fair for All's Sudden Fund. More recently, it has expanded its membership and production capacity through financial support from the UNDP Small Grants Programme (SGP). With this expansion, Tonle Fish has now grown from 35 to 45 members, of whom 35 are women, and has generated significant environmental, social, and economic benefits, including:

- Inclusive economic development: Creating employment opportunities, increasing household incomes, and improving access to premium markets.
- Women's empowerment: Strengthening women-led producer groups, enhancing technical and business capacities, and creating leadership opportunities for women in floating communities.
- Biodiversity conservation: Promoting compliance with conservation regulations, including prohibiting illegal fishing, wildlife hunting, and forest clearance, while allocating a portion of enterprise profits to support Community Protected Area (CPA) patrols.
- Improved food safety and public health: Upgrading fish processing facilities with improved hygiene standards, safer equipment, and access to clean water.

With the current support from UNDP Small Grants Programme, NLC seeks a consultant/team to produce a professional documentary video that effectively demonstrates the impacts of Tonle Fish initiative to further enhance public awareness, increase market visibility, and communicate the project's achievements

2. Scope of Work

The consultant/team shall produce a professional video with **6–7 minutes** in length, that:

- Showcase tangible project impacts through real-life stories, including at least one personal case study demonstrating how the project has improved livelihoods.
- Highlight successful approaches and lessons learned that can inspire similar community-based conservation initiatives.
- Capture authentic voices and experiences of women producers, CPA leaders, community members, consumers, and project staff.
- Present the complete story of Tonle Fish initiative, including geographical setting, smoked fish production process, project objectives, activities, and achievements.
- Promote Tonle Fish as a sustainable, high-quality, and environmentally responsible product.
- Serve as a communication and fundraising tool for donors, partners, government agencies, and the wider public.

The consultant or production team will be responsible for all aspects of the video production process:

A. Pre-production

- Discuss with NLC team to understand the project objectives and key messages.
- Develop a concept note, storyline, script outline, and interview guide.
- Prepare a production work plan, filming schedule, and logistics plan for approval.

B. Production

- Conduct on-site shooting at Phat Sanday Commune (Tonle Sap and Stung Sen Ramsar site). Record interviews with community members, women producers, CPA leaders, and NLC staff.
- Capture visuals of fish processing, biodiversity-friendly practices, community patrol activities, and training or meeting activities with members.

C. Post-production

- Produce a professionally edited documentary of approximately 6–7 minutes.
- Deliver the video in Khmer with professionally translated English subtitles.
- Include appropriate graphics, titles, background music (licensed), and organizational branding in accordance with NLC and donor requirements.
- Revise the video based on comments received from NLC and submit the final approved version.

3. Timeline

The consultancy is expected to run for **5 weeks**, starting on **July 22nd, 2026**, the date of signing the contract. The final products should be submitted no later than **August 25th, 2026**.

4. Reporting

The consultant will work closely with NLC Project Manager and Tonle Sap Team. Regular check-ins (online or in person) will be required to review progress.

5. Required Qualifications

The consultant/production team should have:

- Proven experience in video production, documentary filmmaking, or communication for development projects.
- Strong portfolio of community-based, conservation, or social enterprise storytelling.
- Ability to produce high-quality visuals and sound, including drone footage and natural environment recording.
- Experience working in rural or community settings in Cambodia is preferred.
- Ability to deliver bilingual products (Khmer and English subtitles).

6. Application Process

Interested consultants/production teams should send proposed budget, CVs/Company profile along with sample videos/portfolio to admin@birdlifecambodia.org and cc: sineang.san@naturelifecambodia.org no later than **July 20th, 2026**.