

TERMS OF REFERENCE Production of Documentary Films

Project: OliveCulture Scale Up

1. BACKGROUND

Reference: Result 4 – Increased consumption of Pakistani olive oil in the local market

The Project **OliveCulture Scale Up**, “Scaling Up OliveCulture Value Chain and Promoting Climate-Resilient Rural Development in Pakistan,” (the Project, hereafter) is financed by the Italian Ministry of Foreign Affairs and supervised by the Italian Agency for Development Cooperation. It is implemented by the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM Bari), Italy, in partnership with the Ministry of National Food Security & Research, the Pakistan Oilseed Department, and the Federal and Provincial counterparts.

The Project aims to strengthen the Pakistani olive oil value chain in a holistic, participatory, and multifunctional way, involving institutions, businesses, farmers, youth, women, and consumers, strengthening sustainable olive cultivation, improving rural livelihoods, and promoting climate-resilient agricultural practices across target areas in Khyber Pakhtunkhwa (KPK), Punjab, and Balochistan.

As part of the project’s communication, visibility, and knowledge-sharing activities, the project intends to engage a professional production house/company for the production of high-quality documentary films showcasing project achievements, beneficiary stories, field interventions, and stakeholder engagement activities.

2. PURPOSE OF THE ASSIGNMENT

The objective of this assignment is to produce three professional documentary films that effectively document and communicate the impact, success stories, and implementation activities of the OliveCulture Scale-Up Project for use in awareness campaigns, donor reporting, digital platforms, television broadcasting, and public events.

3. SCOPE OF WORK

The selected production company/firm shall undertake the complete production process, including pre-production, production, and post-production activities.

The scope of work shall include the following:

Documentary Production

- Production of three (03) documentary films
- Duration of each documentary: approximately 15–20 minutes

- Filming and field coverage in Khyber Pakhtunkhwa (KPK), Punjab, and Balochistan

Production Activities

- Drone videography and aerial coverage
- Conducting professional interviews with beneficiaries, stakeholders, experts, and project staff
- Professional voice-over recording
- Scriptwriting, storyboarding, and creative concept development
- Cinematic filming and field documentation
- Professional video editing and post-production
- Color grading and visual enhancement
- Subtitle integration (English)
- Development of social media cutdowns/snippets for digital platforms
- Final outputs in: 4K resolution and HD resolution

Audio & Technical Production

- Professional audio recording during all shoots
- Background music integration (copyright compliant)
- Audio cleaning, mastering, and synchronization

Logistics & Coordination

- Arrangement and management of all travel, transportation, accommodation, permissions, and field logistics by the production company
- Coordination with project focal persons for scheduling interviews and field visits

Revision & Finalization

- Incorporation of multiple revision rounds until final approval by the project team
- Compliance with project branding and visibility guidelines

Technical Requirements & Recommended Equipment

The production company is expected to utilize professional-grade production equipment, including but not limited to:

- Professional Cinema Camera
(Sony FX3 / FX6 / A7SIII / Blackmagic / Equivalent)
- Drone Camera with 4K capability; (DJI Mavic Series / Equivalent)
- Gimbal/Stabilizer for cinematic movement shots
- Professional Interview Lighting Kit
- Wireless Lavalier Microphones
- Shotgun/Boom Microphone Setup
- Professional Audio Recorder
- Tripods & Monopods
- High-performance Editing Workstation
- Professional Color Grading Workflow

Equivalent professional equipment with similar or higher specifications may also be accepted.

4. DELIVERABLES

Deliverable	Quantity
Documentary Films	03
Social Media Cutdowns/Snippets	Multiple
Raw Footage	Complete
Editable/Source Files	Complete
Subtitle Files	As applicable
Final HD & 4K Outputs	Complete
Voice-over Audio Files	Complete
Final mastered files suitable for TV, social media, and events	Complete

5. DURATION OF THE ASSIGNMENT

The assignment is expected to be completed within **three months** from the date of contract signing. A detailed production schedule/work plan shall be submitted by the selected firm prior to commencement of work.

6. REPORTING & COORDINATION

The selected production company shall work under the supervision of the OliveCulture Scale-Up Project team and coordinate closely with designated focal persons from the Project. All scripts, interview plans, rough cuts, and final outputs shall be subject to review and approval by the project team.

7. ELIGIBILITY CRITERIA

Interested firms/companies should possess:

- Demonstrated experience in documentary filmmaking and audiovisual storytelling
- Experience working with development projects, NGOs, INGOs, UN agencies, or donor-funded initiatives
- Availability of professional production equipment and technical staff
- Strong portfolio of similar documentary productions
- Capacity to conduct field production in multiple provinces of Pakistan
- Expertise in editing, color grading, sound design, and post-production

8. OWNERSHIP & COPYRIGHT

All raw footage, edited videos, scripts, graphics, photographs, audio recordings, and source files produced under this assignment shall become the exclusive property of the OliveCulture Scale-Up Project/CIHEAM Bari. The production company shall not publish, distribute, or reuse the produced materials without prior written approval.