

## INVITATION TO TENDER

### Producing a behaviour change video to reduce demand for rhino horn in Vietnam

#### 1. Summary of Tender

TRAFFIC is currently seeking Expressions of Interest from suitable organisations/individuals to produce a viral video for Phase III of a social and behavioural change communication initiative to reduce demand for rhino horn in Vietnam (Chi Initiative).

The proposal should explain clearly how the organisation/individual would ensure the successful and cost-effective production of the video per the objectives indicated below, as well as provide a summary of their suitability for the role and an itemised breakdown of anticipated costs. Successful organisations/individuals are also required to submit a viral strategy to launch and optimise the video's reach to the target groups and the community.

The total budget available to support this work is US\$ 35,000 (including 10% VAT) Please note that proposal assessment will include the considerations of "creativity" and "value for money".

The successful contractor will be expected to participate fully in primary donor and other project audit processes, and thus should be able to demonstrate a comprehensive and transparent approach to financial management in line with good practice accounting protocols.

Bilingual (Vietnamese and English) materials will be expected, although the tender should be prepared in English.

If you have any questions related to this Invitation to Tender (ITT), please direct these to Ms. Trinh Nguyen (e: [trinh.nguyen@traffic.org](mailto:trinh.nguyen@traffic.org), phone 043 7265028).

We welcome your Tender, including the following documents in English, before May 10, 2019.

1. Expression of Interest;
2. Technical proposal;
3. Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment;
4. Company credentials and updated CVs from technical personnel proposed for this project, highlighting qualifications and experience in similar projects three work/professional references with contact details (addresses, cell phone numbers and email addresses) of referees of institutions for whom you have undertaken a similar project;
5. A brief (or portfolio) of past relevant work including at least one video which is the applicant's own previous work.

Bidding documents can be submitted electronically to [tsea.gmp@traffic.org](mailto:tsea.gmp@traffic.org) (but file sizes cannot exceed 5MB). The subject line must include your name and 'Tender for Behavioural Change Viral Video.' Receipt will be confirmed by a reply email.

Should the file size be over 5MB, documents may also be sent by post. All the above documents should be put in one sealed envelope. Please write "Tender for Behavioural Change Viral Video" on the envelope and send it by registered mail to:

**TRAFFIC in Viet Nam**  
**No.1, Lane 95, Giang Van Minh Street, Ba Dinh District**  
**Hanoi, Vietnam**

## 2. Background and Context

The world's wildlife is in crisis. Poaching for international trade has dramatically escalated in recent years and is now among the greatest threats to many of the world's most iconic species, jeopardizing decades of dedicated conservation efforts and donor investments. One of the primary drivers for this trade is the demand for wildlife products such as rhino horn. Official figures from 2017 showed that 1,028 rhinos were illegally killed in South Africa alone, an increase of over 7,800% from 10 years earlier when only 13 rhinos were poached.

TRAFFIC takes a multi-faceted approach to combatting the trafficking of rhino horn. The organisation works to improve the effectiveness of law enforcement and the policies around illegal wildlife trade, in tandem with reducing demand for wildlife through an evidence-based behavioural change framework. TRAFFIC has extensive experience in delivering targeted behavioural change messages both in Viet Nam and in other countries to reduce demand for wildlife products.

In September 2014, TRAFFIC launched a behavioural change initiative - the Chi Initiative ([www.suctaichi.com](http://www.suctaichi.com)), which targets the primary users of rhino horn: wealthy urban businessmen and leaders between the ages of 35 and 55 through the consumer 'archetype' Mr L. The overarching message of "Chi" for Mr L, is that success, masculinity, and good fortune should come from an individual's strength of will, rather than from a piece of rhino horn.

Using local insights and building on the strong grounding of 'Chi' within Vietnamese culture, the Initiative has been able to speak to consumers with respect, recognising their success as business people and their potential to influence and change others' minds; i.e. to act as 'Agents of Consumer Behavioural Change.' The Chi Initiative does not focus on wildlife conservation messages given that the research shows consumers have no connection with the rhino's story and its imminent threat of extinction.

Since September 2015, the Chi viral videos <https://goo.gl/L0sg8f> (three-minute version), <https://goo.gl/8UwPTD> (one-minute version) have been available. The videos feature the successful stories of three influential Vietnamese business leaders who are respected for having reached the highest levels of their careers with a good reputation and progressing lifestyle by their own talent and hard work, rather than owning a piece of horn. They are:

- Mr Khai Silk, CEO of Khai Silk Corporation and owner of many fashion shops, coffee shops, restaurants, and resorts in Viet Nam
- Mr Huy Tuan, a famous Vietnamese music composer and director
- Mr Do Ngoc Minh, CEO of Luala, a high-end designer fashion and lifestyle concept store

The videos have become key tools for engaging business leaders, government officials, and businesspeople, and have been widely viewed on multi-media and featured at many Chi-related events and workshops. By September 2017, the three-minute version of the video received: 44,195 views, 138 likes, 4 dislikes on YouTube. And, reached 45,900 views, 2,700 reactions, comments, and shares on Facebook.

In 2018, TRAFFIC launched Phase III of the Chi Initiative with funding from USAID under the USAID Wildlife Asia Activity. Phase III will continue to target Mr. L but through updated behavioural change messages and images, and more high-impact engagement activities. A new viral video is needed to incorporate the changes being made in Chi Phase III as well as to continue to introduce Chi messaging to as many businesspeople as possible. The video will act as a catalyst to sustain changes in behaviour among target audiences and to create a positive social norm that stands against illegal trade and the consumption of rhino horn in Vietnamese society.

To grab the attention of the target audiences and motivate them to take action, we recommend innovative and creative storyboarding, the recruitment of influencers, and high production values. Additionally, during the production process, all necessary lighting, sound, cameras, and other technical equipment must be used to ensure maximum quality.

The selected Contractor is advised to familiarize themselves with TRAFFIC's demand reduction framework and the Chi Initiative, at TRAFFIC's website: <http://www.traffic.org>; Chi microsite: <http://suctaichi.com>; TRAFFIC's Community of Practice: <http://www.changewildlifeconsumers.org>; Chi Briefing Paper at: <https://bit.ly/2wN5H8M> and other related information and materials sent to them.

The selected Contractor will closely work with TRAFFIC team and USAID Wildlife Asia team (based in Thailand) during the project assignment. Project deliverables including video script and storyline, the final videos and the video viral strategy must be approved by USAID.

### 3. Overall Goal

The overall objective of the assignment is to produce and launch a 180-second behavioural change video (full version) and a 60-second behavioural change video (short version) that inspire a change of attitudes and behaviours in key target audiences and in the community against rhino horn consumption. However, we understand that shorter length video is becoming a standard format in digital media to combat audience's ad avoidance, thus we are open for solutions that will maximise effectiveness.

The video should continue promoting a positive social norm against the illegal consumption of rhino horn and other products of protected wildlife.

### **Specific Objectives**

- To keep up the momentum of the Chi Initiative and to disseminate the Chi-themed messaging to the wider business community and the general public;
- To encourage target audiences to change their attitudes and behaviours regarding the consumption of wildlife products including rhino horn;
- To motivate businesspeople and other individuals to act as leaders in fighting the illegal purchase, consumption, and gifting of wildlife products;
- To inspire businesses to incorporate wildlife protection into their codes of conduct and corporate social responsibility, and to take concrete action against wildlife crime.

### **Key Target Audiences of the video (please specify) are:**

- Chi's target audiences including (both male and female) CEOs, business leaders, business executives, businesspeople and governmental leaders and officials;
- Sectorial business associations (transport, logistics, hospitality, e-commerce, tourism, etc.), and other associations such as traditional medicine and Buddhism, etc.;
- Relevant government agencies, civil society organizations (CSO), conservation NGOs, the media and other related international/domestic institutions/organizations;
- The public and anyone who is interested in the issue and is willing to share forward the video.

## **4. Duration of the Assignment**

The assignment is expected to take 55 working days from the date of contract signature.

## **5. Key content for the viral video**

The successful Contractor should propose appropriate content, however, the following should be included in the video:

- Chi-themed behavioural change messaging;
- Businesses and businesspeople as key actors in the fight against illegal consumption;
- Images/pictures or other innovative ways to show the achievements of the Chi Initiative so far in changing the behaviour of target groups. If presented, must come from the Initiative's ambassadors and/or relevant third-parties;

- Voice of influencers (i.e. business leaders, government officials are preferable) against illicit trade and consumption of rhino horn and other protected wildlife products;
- Graphic design and/or attractive visuals where applicable showing statistics on rhino poaching, horn seizures, and the impact of illegal trade on the environment and human beings;
- Recommendations on how to take action to reduce demand for rhino horn and other protected wildlife species;
- An example of influential leaders who are against the consumption of illegal wildlife products including rhino horn; and
- Chi logo.

## 6. Deliverables

The successful applicant will be required to deliver the following:

1. Approved script and storyline for the video in both English and Vietnamese;
2. Master copies of two videos: a 180-second video and a 60-second video. The videos must be in Vietnamese with voice-overs of a Vietnamese-speaking narrator and detachable English subtitles.
3. Raw materials used in the videos, including but not limited to footage, music, vocals, visuals, graphics;
4. An approved viral strategy to disseminate the videos after their launch such as promotion on Youtube and social networks; PR articles in popular e-newspapers; forum seedings, etc.

## 7. Anticipated Schedule of Activities

Timeline	Activity	Responsible organization
	Release Invitation to Tender	TRAFFIC
<b>30 Days</b>	Tender screening, agency selection and contract arrangement/signing	TRAFFIC
<b>15 days</b>	Work closely with the TRAFFIC to (i) develop and finalise the overall concept, script and storyboard to be used in the video (ii) identify key influencers (if any) for interview (iii) identify locations for filming and/or existing footage as appropriate (iv) draft questions for interviewees; etc.	Selected vendor or contractor, TRAFFIC, USAID Wildlife Asia and USAID for approval

<b>5 days</b>	Perform appropriate video filming and shoot interviews with selected influencers	Selected vendor or contractor, TRAFFIC
<b>25 days</b>	Submit the first draft of the viral video to TRAFFIC and USAID Wildlife Asia for comments (3 rounds at maximum)	Selected vendor or contractor, TRAFFIC, USAID Wildlife Asia and USAID for approval
<b>10 days</b>	Finalise the draft (according to comments) and hand-over the master copies and other required deliverables to TRAFFIC. End of the Contract	USAID for approval on the final version and selected vendor or contractor,

## 8. Other requirements

- An agency/media house with at least seven years expertise in producing films/drama/serials/TVCs/PSAs.
- A high-quality director, film crew (cameramen, producers, production designer, etc.) and other supporting members dedicated to the project.
- Work experience in the environment and wildlife-related sector is an advantage.
- Maintain creative integrity while meeting behavioural change goals.
- Capacity to engage A-list influencers such as business leaders and government officials.
- Comprehensive experience in graphic design and video production.
- Innovation and creativity in creating the video script and storyboard.
- Application of high-quality technical filming and production.
- Use of modern, advanced technical equipment.