



Terms of Reference: Video Production Proposal for Partner NCTFs

Overview

The Caribbean Biodiversity Fund (CBF) is a regional environmental fund whose mission is to ensure continuous funding for conservation and sustainable development in the Caribbean. Established in 2012, the CBF was designed to accommodate the receipt, investment, distribution, and monitoring of conservation funding throughout the region.

The CBF has a flexible structure to implement innovative solutions for resource mobilization at the regional level through a range of financial instruments. Currently, the CBF manages a total of USD 175 million, including a USD 100 million endowment in its Conservation Finance Program, which aims to support 12 countries across the region, a USD 50 million sinking fund for Ecosystem-based Adaptation – the EbA Facility- which anchors the CBF’s Climate Change Program; and a USD 28 million sinking fund for the Advancing of Circular Economy (ACE) Facility which anchors the Nature-Based Economies (NBE) Program.

The endowment fund, managed under the Conservation Finance program, supports 12 country sub-accounts to facilitate sustainable financing for conservation initiatives across the Caribbean through National Conservation Trust Funds (NCTFs). NCTFs are independent institutions that mobilize and leverage incremental financing to promote the sustainability of key terrestrial and marine conservation initiatives within their respective countries. The CBF currently has an active Agreement with 10 NCTFs in The Bahamas, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia and St. Vincent and the Grenadines.

Objective

The objective of this video production project is to create a series of high-quality videos that promote the impactful work of the CBF and its partner National Conservation Trust Funds (NCTFs). These videos will showcase the various conservation projects, community engagements, and biodiversity initiatives facilitated by the NCTFs with funding from the CBF.

CBF Secretariat

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3rd Floor, 1 Ashley Road,
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60 Half Way Tree Road,
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The primary goals are to showcase and increase awareness of the results of the CBF Endowment funding and the NCTFs, attract potential donors and other partnerships, and showcase the regional partnership benefits of the CBF network.

Target Audience

- Potential donors and funding organizations
- Government agencies and policymakers
- Local and international NGOs
- Academic and research institutions
- General public and community stakeholders
- Media and environmental journalists

Expected Output

1. **Conservation Finance Program Video:** Overview of the CF program with focus on the history, objectives and impact of the CBF and the program including highlights of the Caribbean Sustainable Finance Architecture (CSFA), the goals of the CSFA and the role of NCTFs in the region's sustainable development landscape.
2. **NCTF Videos:** Six (6) videos to highlight individual NCTFs in Dominican Republic, Grenada, Jamaica, Saint Lucia, St. Vincent and the Grenadines, and The Bahamas. These are NCTFs with completed projects with CBF endowment funds.

Technical Considerations

- **Duration of videos:** We wish to avoid constricting content by being prescriptive on the duration of each video. However, it is necessary to balance this with the need to create watchable content as well as inform vendors as to the extent of work required in order for meaningful quotations to be obtained. The expectation is therefore that the Overview Video will run for no less than five minutes and no more than 8 minutes. NCTF videos will run for no less than two minutes and no more than five minutes.
- **Format:** Videos should be provided in 16:9 format (landscape). When filming, consideration should also be made to accommodate the 9:16 format (portrait) which is suited to social media reels but requires a different approach to framing and composition.
- **Resolution:** Original content should be filmed in 4k (minimum) with the final films provided in 1080p (HD).

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- **Closed Captions:** SRT files of the transcribed video are to be created to aid accurate use of closed captions.

Content

The videos will contain content that includes the following:

1. **Video Theme 1: Introduction to CBF and its partner NCTFs:**
 - Brief overview of the CBF, the Conservation Finance Program, CBF mission, and funding mechanisms and the CF objectives and history
 - Explanation of the role and importance of NCTFs in regional conservation.
2. **Video Theme 2 (total of 6 individual country videos): Highlight of Key results:**
 - Showcase of results (quantifiable as best as possible), best practices from the 6NCTFs, illustrating their impact on biodiversity conservation, community engagement, and sustainable development.
 - NCTFs in the following countries to be featured per video: Dominican Republic, Grenada, Jamaica, Saint Lucia, St. Vincent and the Grenadines and The Bahamas
3. **Interviews and Testimonials:**
 - Interviews with key stakeholders, including NCTF board directors, managers, project beneficiaries, community leaders, and government officials.
 - Testimonials from local community members and project participants.
4. **Visual Storytelling:**
 - High-quality footage of project beneficiaries (people), project sites, including terrestrial and marine environments.
 - Captivating visuals of wildlife, natural landscapes, and community activities.
 - Use of infographics and animations to explain project outcomes and data.
5. **Call to Action:**
 - Encouraging viewers to support NCTFs initiatives through partnerships or advocacy.
 - Information on how to get involved and contribute to conservation efforts in CBF partner Caribbean countries.

Expected Outcomes

- **Increased Awareness:** Enhanced visibility of CBF's efforts and the impact of CBF and NCTFs' initiatives.

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- **Donor Engagement:** Attraction of new donors and funding sources to support CBF's endowment fund and its sub-accounts.
- **Community Inspiration:** Empowerment of local communities and stakeholders to participate in conservation efforts.
- **Policy Influence:** Strengthening of national and regional policy frameworks for biodiversity conservation.

How to Apply

Each video production firm must submit a work plan and a financial proposal to be considered for this project to procurement@caribbeanbiodiversityfund.org and by May 9, 2025, at 4:30 pm AST according to the following:

Workplan

- Audit of current content to provide gap analysis of what's needed to complete the project
- Project timeline including duration of review and approval periods
- Scope of work with milestones

Financial Proposal for this project will cover the following components:

- **Pre-Production:**
 - Scriptwriting and storyboarding
 - Coordination and logistics
- **Production:**
 - Travel, accommodation, and food costs
 - Equipment rental and on-site expenses
- **Post-Production:**
 - Video editing and graphics
 - Voiceovers and sound design
- **Breakdown per video**
 - Showcase the CBF - Conservation Finance Program (1 video)
 - Showcase the individual country videos (6 in total)

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Conclusion

This video production project represents a strategic effort to amplify the success stories and conservation impacts facilitated by the Caribbean Biodiversity Fund and its partner NCTFs. By showcasing these efforts through compelling visual narratives, we aim to engage a broader audience, secure additional funding, and foster a greater commitment to preserving the rich biodiversity of the Caribbean.

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Evaluation Matrix

Criteria	Weight	Score (1-5)	Weighted Score	Comments
Technical Qualifications	30%			
Experience with environmental/conservation storytelling	10%			
Portfolio quality and relevance	10%			
Technical capabilities and equipment	5%			
Previous work in the Caribbean region	5%			
Methodology & Approach	35%			
Understanding of project objectives	10%			
Creative storytelling approach	10%			

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Production schedule and logistics plan	5%			
Quality assurance process	5%			
Risk mitigation strategies	5%			
Work Plan	15%			
Completeness and feasibility of timeline	5%			
Resource allocation efficiency	5%			
Clarity of milestones and deliverables	5%			
Financial Proposal	20%			
Overall cost-effectiveness	10%			
Budget detail and transparency	5%			
Value for money	5%			

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TOTAL	100%			
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Scoring Guidelines:

- 1 = Poor: Does not meet expectations
- 2 = Fair: Partially meets expectations
- 3 = Good: Meets expectations
- 4 = Very good: Exceeds expectations
- 5 = Excellent: Significantly exceeds expectations

Minimum Qualification Requirements:

- Minimum total weighted score of 70%
- Minimum score of 3 in Technical Qualifications
- Minimum score of 3 in Methodology & Approach

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