

Term of Reference
for
Production of Videos Documentaries Showcasing Lesson Learned and
Experiences from CNP and CNP-2 to Raise Awareness Among Sub-National
Administration, Particularly Commune/Sangkat Administration

Project Title : Cambodia Nutrition Project (CNP), component 2 and CNP-2

Project No. : P162675 and P177370

Duty Station : Base in Phnom Penh

Duration : 3 months (March 2nd to May 30th, 2026)

Basis : Individual Consultant Service Contract (Lumpsum Contract)

1. BACKGROUND

The Cambodia Nutrition Project (CNP) and the Cambodia Nutrition Project 2 (CNP-2) are flagship initiatives of the Royal Government of Cambodia (RGC), co-financed by the World Bank Group (WBG), the Global Financing Facility for Every Woman Every Child (GFF), the Australian Department of Foreign Affairs and Trade (DFAT), the German Development Bank (KfW), and the Multi-Donor Trust Fund of the Health Equity and Quality Improvement Project (H-EQIP MDTF). The CNP was initially designed as a five-year project (2019–2024) and was later extended to June 30, 2026, with a total financing envelope of US\$42.77 million to align with the implementation period of CNP-2 (2022–2026), which is financed by KfW with US\$9.50 million. Both projects share the same development objective is to improve the utilization and quality of priority maternal and child health and nutrition services in seven priority provinces in Cambodia. Project are structured into components. **CNP components include:** Component 1 strengthening the delivery of priority health services; Component 2 stimulating demand and accountability at the community level; and Component 3 ensuring an effective and sustainable response. **CNP-2 components include:** Component 1 strengthening the delivery of priority health services; and Component 2 project management, monitoring, and evaluation for NCDDS.

MoH is the Executing Agency (EA) of CNP component 1 and component 3, while NCDDS is the implementing agency (IA) for both CNP component 2 and the whole of CNP-2. The components under NCDDS aim to: (a) strengthen linkages between SNAs, public health providers, and citizens; (b) increase demand for and access to priority health and nutrition services; (c) reinforce public-sector commitment and accountability to improve the availability and quality of priority health and nutrition services; and (d) use performance-based grants to enhance SNA service delivery and ensure sustainable financing of social service activities associated with project priority services. These priority services aim to reduce neonatal mortality, improve maternal and child nutrition, and strengthen routine immunization coverage. The services were defined in alignment with the RGC's commitment to converge effective interventions to improve the sustainability and efficiency of RMNCAH-N financing. Target beneficiaries include pregnant and lactating women and children in the first 1,000 days of life residing in 420 communes/sangkats across 66 District /Municipal Administrations (DMAs) in nine provinces include Mondul Kiri, Ratanak Kiri, Kratie, Stung Treng, Preah Vihear, Kampong Chhnang, Koh Kong, Banteay Meanchey, and Pursat.

Under this component, performance-based Service Delivery Grants (C/S-SDGs) are provided to Communes/Sangkats (C/S) to scale up the Commune Program for Women and Children's (CPWC)

community-based health, nutrition, and Health Equity Fund (HEF) promotion activities. The C/S-SDG model adapts the Ministry of Health's (MoH) successful SDG system and applies its principles within the sub-national administration context. The grants offer discretionary resources beyond the regular C/S fund to support implementation of the CPWC guidelines.

Provincial Administrations (PA) and DMAs are responsible for providing capacity development and conducting C/S-SDG assessments. Grant allocations for PAs, DMAs, and C/Ss depend on the results of these assessments. An independent verification agency has been contracted to ensure that assessments conducted by NCDDDS, PAs, and DMAs comply with approved protocols and performance indicators.

NCDDDS intends to produce a series of video clips showcasing lesson learned and experiences from CNP and CNP-2 for dissemination and awareness-raising among Sub-national Administrations across Cambodia. The specific objectives of these video productions are to (i) promote public awareness and understanding of the importance and achievements of CNP and CNP-2 implemented by NCDDDS; (ii) demonstrate how Communes/Sangkats can effectively use their resources to stimulate demand for health and nutrition services; and (iii) provide model practices for mainstreaming CPWC activities into Commune Investment Plans (CIP), (iv) organizing quality community health and nutrition events in collaboration with health centres, and outreach activities/services are carried out by health centres, assisted by VHSG to mobilize 1000 days households/children. As the projects are expected to close within the next six months, NCDDDS is seeking a consultant to produce these video clips in accordance with the specific Terms of Reference.

3. SCOPE OF SERVICES

The hired video producer will provide a proposal on the best way to communicate the theme based on the above purpose of the assignment, including:

- (i) Concept, storyboards, and examples of expected look and feel;
- (ii) Projected production timeline based on a delivery date of May 29, 2026;
- (iii) Itemized cost of editing, production (including original composition), graphic design, rendering time, equipment uses.

The proposal will be assessed by NCDDDS and MEF. Once the proposal is accepted, the consultant will shoot, edit and produce video from March 2026 to May 2026 in 9 CNPs target provinces. The consultant will work closely with the NCDDDS CNP project team with technical support from the World Bank team and in consultation with the MoH CNP project team, under the overall guidance of project director and project manager.

4. Deliverables and timelines

The consultant will provide shooting, writing, editing, and if required, graphics, animation, original music composition and other creative inputs for:

- **Eight videos:** Four 2-minute videos in Khmer for the web and social networks and four 5-minute video in Khmer for awareness raising through training and workshop.
- **Timelines and outputs**

TIME	OUTPUTS	MAIN CONTENT	AIRIED ON	NOTES
March, 2026	Video clip #1	Video 1: Lesson learned and experiences on mainstreaming of CPWC package activities in CIP process	NCDDs' Website and social media networks	To be showed in the project closing workshop in May 2026. 1 video clip 2-minutes and 1 video clip 5-minutes
	Video clip #2	Video 2: Lesson learned and experiences on community event organized by C/S in collaboration with Health Center	NCDDs' Website and social media networks	To be showed in the project closing workshop in May 2026. 1 video clip 2-minutes and 1 video clip 5-minutes
April, 2026	Video clip #3	Video 3: Lesson learned and experiences on outreach activities carried out by VHSGs linked to health facilities and service providers	NCDDs' Website and social media networks	To be showed in the project closing workshop in May 2026. 1 video clip 2-minutes and 1 video clip 5-minutes
	Video clip #4	Video 4: Lesson learned and experiences on VHSG's recording and preparing monthly report including citizen feedback record	NCDDs' Website and social media networks	To be showed in the project closing workshop in May 2026. 1 video clip 2-minutes and 1 video clip 5-minutes

All Video clips will also be delivered to and utilised by Department of District/Municipality Administration (DMA) and Commune/Sangkat (C/S) Administration Affairs of Ministry of Interior to raise awareness and encourage the DMA and C/S to used their own fund to promote demand for health and nutrition services.

- **Delivery/Output Format:**

- Final delivery will be either a high-resolution QuickTime file (delivered on hard drive) or hard drives.
- Final output should fulfill these technical specifications:
 - ✓ **Video format:** At least Full High definition (HD), 4K preferable
 - ✓ **Subtitles:** Myriad Pro in white semi-bold face against a gradient at the bottom of the footage. Font size (height) should be at least 1/10 the height of the screen. Example:



✓ **Video conversion format:**

- Ratio: 1920x1080 for high definition, 720p or 1080p
- Deinterlacing: YES
- Codec: H.264 / AAC
- Frame rate: 30fps
- Recommended File format: .mov, .mp4

All final source files for film product (Final Cut files, project timelines, media files and master elements) will be delivered on Hard Drive in the week of May 29, 2026.

• **Rights**

Because this is a Work for Hire project, all graphic and imagery contained in the project, in accordance with the Royal Government of Cambodia Law and belong to NCDDs and MoH. In case the consultant would like to use them for the reasonable purpose, the firm needs to write a request for permission to NCDDs and/or MoH.

The consultant understands that they may use images of final exhibit in CV or portfolio to promote printing/exhibit work without additional permission. No use may be made of the NCDDs, MoH and Pooling Partner name or logo in any manner that might create an express or implied endorsement of any particular product or service. Any music used within the production must have full rights for NCDDs and MoH usage.

5. Minimum requirements

The selected Consultant must meet the following minimum requirements:

- Having a legitimate status to provide the services described under this TOR in accordance with relevant Cambodia laws;
- Having 5 years experiences as well as having undertaken and completed at least 2 similar contracts in the last 3 years.

6. Working arrangement

- The consultant will report directly to the designated Project Manager within CNP team of NCDDs.
- All deliverables will be submitted in accordance with the agreed timeline and reviewed by the assigned focal point or NCDDs' CNP team.

- The consultant must include strong representation of women and indigenous populations (IP).

7. Term of payment

- First payment of 20% will be paid to the consultant upon satisfying acceptance of inception report submitted by the consultant
- Second payment 30% will be paid to the consultant upon acceptance of all video scripts.
- Third payment 50% will be paid to consultant upon acceptance all video clips.