Terms of reference

Consultancy for the Development and Production of Short Videos on Pesticide Risks and Safe Use

1 - Background to the assignment

A – CCL and the project ADAEBIO2

The CCL (Comité de Coopération avec le Laos) has been involved in implementing rural development programs in Laos for about 40 years. Currently, CCL works in different provinces in Laos, including Phongsaly, Oudomxai and Bolikhamsai.

The project ADAEBio phase 2 "Project on Integrated rural development in Beng, La and Xay districts, Oudomxay province", funded by Bread for the World and the French Development Agency, is implemented from 1st of January 2025 to 31st of December 2027. It targets 50 villages from ethnic minorities (Khmu 80%, Hmong 10%, Akha 9%, Lao/PouNoy 1%). The project follows an integrated and participatory approach and has 3 specific objectives:

1. The villagers and communities activate levers to reduce the economic and environmental vulnerability of their agroecosystems.
2. The local governance on environment and economic development issues is strengthened.
3. The local knowledge on development and environmental issues are acknowledged, strengthened and shared at the scale of the Oudomxay province and beyond.

CCL collaborates with the civil society organisation SAEDA for the implementation of the activities linked to pesticides.

B - Context on pesticides

The use of pesticides in the Lao People's Democratic Republic (Lao PDR) has steadily increased, driven by the expansion of commercial farming. This trend has raised significant concerns about potential impacts on the environment and human health, particularly in a context where pesticide usage is poorly documented. The use of pesticides poses threats at different levels, such as:

- Types of pesticides used: Our baseline survey shows farmers still massively use some pesticides that are officially banned and with acute toxicity, such as paraquat. Other molecules, such as atrazine, can persist in the long term in the environment.
- Management of pesticides' empty cans and waste. These are usually thrown in the environment, leading to further pollution.
- The use of personal protection equipment. Pesticides are commonly spread with little knowledge of the security standards for body protection.
- The person in charge of spraying. Some groups are particularly vulnerable, such as children and pregnant women.
- The storage of pesticides. If not properly stored in a secured room with proper protection, it can lead to contamination of animals or kids.
- The poor quality of information and advice received beforehand. Farmers may buy pesticides without getting well informed of the products and guidelines for adequate use. Moreover, the impacts on health and environment is often under-estimated.

These threats lead to pollution of the environment, short and long-term impacts on human health as well as on livestock health.

C - Integration of pesticides' challenges in ADAEBIO2

CCL has been working for several years on the aforementioned issues, raising awareness and accompanying communities to find practical solutions. In the frame of ADAEBio2, villages committees are supported in improving the local governance on pesticides use and developing practical solutions. These include, between others: the use of personal protection equipment through a community sharing system, the use of waste pits for a centralized and safer disposal of empty cans, the development of agroecological farming techniques. Besides these, CCL works on raising awareness on the use of pesticides among communities, especially children in schools. Finally, the project organizes provincial workshops, called provincial think tanks on pesticides, gathering various stakeholders. These meetings aim at providing technical advice and new knowledge to decision-makers. During these think tanks, the need to develop awareness raising through social media was expressed. The participants shared the main topics that should be covered by such a communication. It was decided to produce **7 short videos** of 2-3 minutes each to raise awareness on social media and thus reaching a large audience. These videos are mostly **intended for smallholder farmers** from rural communities with limited access to knowledge related to safe pesticide use. SAEDA, in collaboration with CCL, started developing **draft concepts** for each video, including number of people involved, content, main views, conveyed message, material.

These ToR directly relate to the **production and dissemination of these videos**.

2 – Objectives and outputs of the consultancy

A – Specific objective of the consultancy

"To strengthen awareness among rural communities on the health and environmental risks associated with pesticide use, and on safer pesticide practices and alternatives, through the development of engaging social media content and an appropriate dissemination approach, in collaboration with CCL."

Note: the 7 topics, intended to be developed in 7 videos, are detailed in the draft concepts (cf. Annex). Here is a summary:

1. *Short and long-term health impacts of pesticides*
2. *Personal protection and safe application*
3. *Emergency response and first aid*
4. *Buffer zones and protection of sensitive areas*
5. *Safe management of pesticide containers*
6. *Real-life testimony on pesticide impacts*
7. *Alternatives to pesticide use*

B – Specific outputs of the consultancy

Specific output 1

"The seven video concepts are developed into finalized, production-ready scripts."

Note: The detailed scripts should be developed from the draft concepts already produced by CCL and SAEDA, available in Annex. The production-ready scripts should gather all the information and instructions necessary for the production and filming of the videos. Especially, the scripts should include at least:

- *Detailed storyline and sequencing.*
- *Identification of speakers/actors and the role of each one. Especially, it should be detailed if the people involved testify from their own experience, or if they play a role and act.*
- *Description of scenes and actions*
- *Dialogues, narration and/or testimonials*
- *Indications of filming locations. This will likely take place in the target villages of the project, in Oudomxai province*
- *Key messages, calls to action*
- *The visuals, text, graphics, diagrams or other elements where relevant*

- *Material, equipment needed*

The detailed scripts need to be developed through close consultation with the CCL and SAEDA. They must be validated by CCL and SAEDA before any footage takes place.

The involvement of young adult villagers in the videos is encouraged, particularly as actors and speakers.

Specific output 2

"Seven engaging and technically sound awareness videos are produced and finalized for social media dissemination."

Note: The seven videos are professionally filmed according to the agreed scripts, with appropriate attention to sound, image quality, framing, lighting and communication with the intended audience. The filmed material is edited into seven draft videos for review and comments by CCL. They are then finalized into seven final videos of approximately two-three minutes each, adapted for social-media use. The final videos could include:

- *Titles and/or text overlays*
- *Images, diagrams, visuals where relevant*
- *Sound/music where appropriate*
- *Colour and sound correction*
- *Integration of the logos of project implementation organisations and financial partners (compulsory)*
- *Technical formatting suitable for the agreed social-media platforms.*

Where music, images, graphics or other third-party materials are used, the consultant shall ensure that they are appropriately licensed or otherwise cleared for the intended use.

Editing should preserve the meaning, context and coherence of testimonies and scenes, while ensuring that the sequencing of images, dialogue, narration and text supports the intended messages.

Specific output 3

"An appropriate social media dissemination strategy is developed to maximize the reach and impact of the videos."

This social media strategy should include at least:

- *Social media platforms*
- *Recommended publication schedule*
- *Suggested captions/text accompanying each video*
- *Hashtags and other relevant communication techniques*
- *Recommendations for boosting engagement and reach*
- *Basic recommendations for monitoring the performance of the videos*

3 – Deliverables and timeline

N°	Deliverable	Timeline
1	Seven detailed scripts (Lao + English translation), developed and finalized in consultation with CCL and based on the existing video concepts	End of October
2	Raw footage from the filming of the seven videos, provided in an agreed digital format and sufficient quality for future editing and archival purposes	Mid November
3	Seven edited draft videos submitted to CCL for review and comments	Early December

4	Seven final videos, 2-3 minutes each, incorporating CCL's comments and delivered in formats suitable for social media (Lao)	End of December
5	Social media dissemination strategy, including captions/texts, relevant hashtags, etc (Lao + English translation) *Note: the social media strategy must be developed progressively from the beginning. Indeed, platform requirements may influence production.*	Early January
6	Final package of editable/source files used for video production and editing, including project files and relevant graphic/audio assets, where applicable.	Mid-January

4 - Methodology

A tentative methodology is detailed in the table below:

Activity	Expected number of days
Review existing concepts and consultation with CCL	1
Develop detailed scripts for 7 videos + validation with CCL	3
Pre-production / preparation (locations, participants, shooting plan, logistics)	2
Filming	6
Editing of the footage	5
Revisions and finalization of the 7 videos	2
Develop social media dissemination strategy + proposed publication plan	2
TOTAL	**21**

5 - Conditions

A total of 21 working days is expected. This number is indicative, based on the project budget and the anticipated scope of work, and will be discussed and agreed with the selected consultant.

Most of the work is expected to take place in Oudomxai Province, with some preparatory work potentially conducted elsewhere. Trips between Vientiane and Oudomxai, as well as transportation required for activities within Oudomxai Province, will be covered by CCL. DSA/per diem and accommodation costs will not be reimbursed separately and should therefore be included in the daily rate proposed by the consultant.

The maximum amount of the financial proposal shall not exceed USD 3700.

6 - Selection process

The CCL is looking for one Laotian consultant (person or legal entity).

The application file should include:

- A Curriculum Vitae of the personnel involved, detailing the previous experience related to the scope of the consultancy
- A technical proposal which includes the description of the method followed to complete each step of the consultancy.
- A financial proposal which details the consultancy fees (related to the number of working days required and every expense expected to be made to reach the objectives of the consultancy). The financial proposal should detail the expected costs for each of the 3 outputs of the consultancy.
- Any other documents developed by the applicant and that could be relevant to the topic of the consultancy. Especially, previously produced video is highly appreciated.

The following criteria will be assessed during proposal screening:

- Background and experience in video production and editing, quality of the previously developed videos – 40%
- Experience in developing communication content – 20%
- Background and experience on agriculture and pesticides or related development issues – 20%
- Cost-effectiveness of the proposal – 20%

Following an initial review of their proposals, shortlisted candidates will be invited to an online interview. The following criteria will be assessed during the interview:

- Understanding of the assignment – 20%
- Script development skills – 20%
- Video production and editing skills– 20%
- Social media communication – 15%
- Collaboration and communication skills – 15%
- Level of English proficiency – 10%

The interviews are planned to be conducted between October 7 and October 9, 2026.

Proposals will first be screened for eligibility. Financial proposals exceeding the maximum budget limit of USD 3,700 will be automatically disqualified.

For any question about this call for proposal, please contact, before October 2, 2026: Mr Dorian DEJACE, dorian.dejace@ccl-laos.org.

Candidates should send their application file per email by October 4, 2026, to:

- CCL Director, Ms. Manivone VORACHAK, manivone@ccl-laos.org
- CCL Project advisor for ADAEBio2: Mr Rémi SEPTOURS, Remi.septours@ccl-laos.org
- CCL Project advisor: Mr Dorian DEJACE, dorian.dejace@ccl-laos.org
- SAEDA Senior Pesticide officer: Ms. Phetlamphai MANIVONG, posa.saedalao@gmail.com

The consultant selected will be offered a consultancy contract signed with CCL.

Note: The consultant and any personnel involved in the assignment must comply with all applicable CCL policies. The consultant shall coordinate with CCL regarding the identification of participants and the application of appropriate informed consent procedures before filming. For children, consent and/or authorization shall be obtained in accordance with CCL's Policy for the Protection of Children and Vulnerable Adults.

7 – Annexes

The draft concept of the videos is detailed below.

1. **"The Secret of Warning Signs: Why Do I Feel Dizzy and Have a Numb Tongue After Spraying Pesticides?"**

- **Focus:** Short-term and long-term health impacts, and various symptoms.
- **Content (farmer):** Simulates the story of a farmer who experiences a numb tongue, dry throat, dizziness, and blurred vision after spraying pesticides. Use screen graphics to clearly display the symptoms so viewers can observe them and realize their bodies are in danger.
- **Total Cast:** 1 person (Kone kaen Village)
- **Role:** Head of the household farmer, directly responsible for spraying pesticides in the garden.
- **Opening:** Footage of a farmer spraying pesticides in the garden, beginning to show physical abnormalities (dizziness, blurred vision, numb tongue) right after spraying.
- **Dialogue:** The character speaks with confusion: "Why am I so dizzy today? My throat is dry and my tongue feels strangely numb..."
- **Content (voiceover):** Visualizes the symptoms: short-term effects include skin rashes, itching, red and watery eyes, dizziness, nausea, diarrhea, shortness of breath, irregular heartbeat, alongside a mention of long-term impacts (cancer, reproductive system, hormonal system, Development, internal organs).
- **Closing:** On-screen text: "If you experience these symptoms, stop spraying immediately! It is a danger sign." Children and pregnant women are the most vulnerable and must never stay near pesticide spraying areas!
- if nausea/dizziness, take some rest and stay in a cool place, drink clear water, clean the parts of the body exposed to pesticides, and even take a full shower before eating, coming home, having contact with children or women and go to see a doctor if possible or if symptoms remain for several days

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2. **"Wearing vs. Not Wearing PPE: A Costly Lesson from the Cornfield"**

- **Total Cast:** 2 people (Father and Son) (Huayton village)
- **Focus:** Correct and incorrect use of protective PPE, based on a case study where a son working in a cornfield found it too hot and chose not to wear protective PPE.
- **Content:** Compares spraying pesticides without protective PPE (hot, but results in chemical absorption into the body) versus wearing standard-compliant protective PPE, with the father—a village committee member—stepping in to offer warm guidance.

- **Wearing vs. Not Wearing PPE (share the screen in two parts to make a clear comparison between the 2 equipments: gloves, mask, long sleeves, closed shoes, etc.**)

- **Opening:** A person spraying pesticides without PPE (hot, sweating) contrasted with someone wearing proper protective PPE.
- **List of material:** gloves, mask, long sleeves, closed shoes, PPE

- **Content:** The father (committee member) advises his son: "You're hot for a minute, but chemicals accumulate in your body for years. It's better to wear protective PPE."
- **Closing:** A quick demonstration of how to put on the protective PPE.

- **"When to Spray? Reducing Strength is Safer"**

- **Focus:** Proper timing for pesticide application and reducing the use of highly potent chemicals. (give examples of chemicals, such as paraquat)
- **Content:** Advises villagers on choosing the appropriate time of day to spray (avoiding peak sunlight or strong winds or spraying just before rain or just after heavy rainfall) while promoting the reduction of overly potent chemical agents to protect the environment and maintain natural wildlife balance.
- **Optimal Timing:**
    - **Opening:** A villager spraying pesticides during intense sunlight.
    - **Content:** Recommendation: "Do not spray during high heat or strong winds. Choose early morning or evening, and use milder yet effective chemicals.

        - Pesticides cannot be sprayed during specific weather conditions because it makes them ineffective and harmful.
        - During or Before RainWashing away : Rain washes the chemical off the leaves before it works.
        - Runoff: Water carries the poison into local streams and pollutes water.
        - During Strong Sunlight Fast drying : High heat dries the spray too quickly before the plant absorbs it.
        - Crop damage : Strong sun and heat can burn or scorch the plant leaves. Chemical breakdown : UV rays break down the active ingredients and ruin the formula.
        - During Wind Drifting: Wind blows the mist away from the target plants. Safety risk: Spray can drift onto humans, animals, and nearby food crops. Uneven coverage: The spray lands unevenly, leaving pests alive in some spots.

    - **Closing:** "Spray at the right time, get effective results, and stay safe."

- **Post-Spraying Routine: How to Properly Wash and Clean the Body?**

- **Focus:** Demonstrating proper personal hygiene steps after spraying pesticides.
- **Content:** A demonstration video showing how to properly remove protective PPE, wash hands, take a thorough shower, and wash contaminated clothing separately to prevent toxic residues from spreading to family members.

    - **Post-Spraying Routine:**

        - **Opening:** Footage of a villager returning home.
        - **Content:** Demonstration steps: Remove PPE (avoiding skin contact), wash hands, take a clean shower, and store PPE separately.

        Removal Steps:

- Wash gloves first: Clean the outside of your gloved hands with soap and water to remove any chemical residue.
- Remove head and eye gear: Take off your hat, hood, or face shield, then remove eye goggles by touching only the straps or ear pieces.
- Remove respirator: Take off your respirator by grabbing the straps or cartridges, making sure not to touch your face.
- Remove coveralls: Carefully peel off your suit or coveralls without letting the outside touch your regular clothes. Roll them inside out if possible.
- Remove boots: Wash your boots while wearing them, rinse them off, and step out of them onto a clean surface.
- Remove gloves last: Peel off your gloves inside out so the contaminated outer surface stays trapped inside.
- Wash up: Thoroughly wash your hands, face, and arms with soap and water, and take a full shower as soon as possible.

- **Closing:** "Always take a clean bath after spraying pesticides; don't bring Toxics into your home."

3. **"Emergency Situations and First Aid"**

- **Total Cast:** 3 people (Father, Mother, Child)
- **Focus:** Emergency situations and first aid procedures.
- **Content:** Introduces a family of three (father, mother, and child) where the father smokes while spraying pesticides—a severely incorrect and dangerous behaviour that leads to acute pesticide poisoning. The patient must be quickly removed from the area, and immediate first aid must be administered, such as loosening buttons or clothing to facilitate easy breathing, while calling the hospital for timely transportation.

The Silent Danger Nearby (When Spraying Pesticides)

- **Opening:** The father smokes (maybe not necessary to smoke, to show that poisoning can also happen if not smoking) while spraying pesticides, showing symptoms of acute poisoning and difficulty breathing.
- **Content (use the page from the pesticides brochure made by the project):** The father suffers from dizziness and shortness of breath. The mother and child run over to help, immediately following basic first aid steps: quickly moving the patient away from the area and administering first aid according to symptoms. This includes loosening shirt buttons or clothing to ease breathing and calling the hospital immediately, providing medical staff with information about the type of chemical used to ensure proper treatment. If the patient stops breathing, perform CPR immediately (however, avoid mouth-to-mouth resuscitation if there are toxic residues around the patient's mouth).
- **Closing:** "In case of pesticide poisoning, administer proper first aid and rush the patient to the hospital immediately!"

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4. **"Buffer Zone: Meaning and Importance of Buffer Zones"**

- **Total Cast:** 1 person (Mr bounlerd at Nahom Village Beng district as well as Mr Kui at Phavee Village, La District)
- **Focus:** Practical guidelines for protecting vulnerable areas and high-risk groups, such as rivers, ponds, livestock areas, and communities.
- **Opening:** Footage showing agricultural areas bordering natural water sources or animal pens.
- **Content:** Villagers reflect on seeing dead fish floating on the water's surface and livestock suffering from poor health due to being close to areas where chemical sprays are applied.

- **Closing:** "To protect water sources, livestock, and the community, we must be careful when spraying pesticides, preventing them from running off into water sources and protecting the environment together."
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5. **"Key Principles for Managing Chemical Containers"**

- **Total Cast:** 1 person (playing the role of a PAEO/DAEO – to discuss with the GoL)
- **Focus:** Key principles for handling pesticide containers from before they are empty, after they are emptied, prohibitions against reuse, up to burial as a last resort.
- **Opening:** Footage showing empty pesticide bottles discarded indiscriminately along rivers and in gardens. + footage of opened bottles stocked in the kitchen or bedroom and close to animals and children, outside of open cabinets ?
- **Content:** Visualizes storing partially used pesticide bottles in a secure, locked cabinet out of reach of children and pets. Once emptied, containers must never be thrown indiscriminately into the environment, and they must never be reused for purposes such as holding drinking water or food items. If possible, they must be returned to the company for recycling. Villagers can discuss with the GoL to negotiate with the companies. In cases where no better alternative is available, these containers must be safely buried according to government guidelines and regulations.
- **Closing:** "Manage chemical waste properly to protect our children and the environment."

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6. **"Lessons from Ban Yao Yai: Health Impacts"**

- **Total Cast:** 1 person (Mr. Khamphou)
- **Focus:** Case study and lessons learned shared by Mr. Khamphou (who was affected by pesticide use in Ban Yao Yai).
- **Content:** Mr. Khamphou shares his real-life experiences and the health impacts he suffered.

Lessons from Ban Yao Yai

- **Opening:** Footage of agricultural fields where villagers farm in Ban Yao Yai.
- **Content:** Mr. Khamphou from Ban Yao Yai : "I want to share my real-life experience of what I went through and how it impacted my health."
- **Closing:** "I don't want our children and the younger generation to go through the same experience I did."

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7. **"Organic Agriculture: A New Choice, a Safe Life"**

- **Total Cast:** 1 person (to be specified later as the owner of the organic vegetable garden)
- **Content:** Transitioning to organic farming not only reduces costs but also ensures safety for all lives. Being chemical-free means family members enjoy strong health without Toxic accumulation, while also preventing aquatic animals and fish in rivers from dying due to chemical runoff.
- **Opening:** A gardener (from Vientiane?) shares their experience prior to transitioning to organic farming and the benefits gained afterward. In practice, the video demonstrates the use of biological agents (Trichoderma and Beauveria) to control plant diseases and insect pests or intercropping with legumes for better weed management.
- **Dialogue/Closing:** "Start today for good health and a sustainable environment through organic agriculture."