

**GEF/UNDP/ASEAN PROJECT ON REDUCING POLLUTION AND PRESERVING ENVIRONMENTAL FLOWS
IN THE EAST ASIAN SEAS THROUGH THE IMPLEMENTATION OF INTEGRATED RIVER BASIN
MANAGEMENT (IRBM) IN ASEAN COUNTRIES**

VA/PRF/IRBM/VIDEO/2026-003

Title	CONSULTANCY SERVICES FOR THE DEVELOPMENT OF AN ANIMATED VIDEO EXPLAINER AND DERIVATIVE SHORT VIDEO CLIPS
Type	National Level
Duration	3 months
Closing Date	15 February 2026

BACKGROUND

The GEF/UNDP/ASEAN Project on Reducing Pollution and Preserving Environmental Flows in the East Asian Seas through the Implementation of Integrated River Basin Management (IRBM) in the ASEAN Countries is a 5-year project (2023-2027) with the goal of establishing functional IRBM mechanisms in priority river basins/sub-basins/watershed in the six ASEAN Member States (AMS), i.e., Cambodia, Indonesia, Lao PDR, Malaysia, Philippines and Viet Nam, to reduce pollution, sustain freshwater environmental flows and adapt to climate change vulnerabilities.

The Project is designed to improve governance and management arrangements in IRBM and accelerate the required changes in the six AMS in support of national priorities, objectives and commitments to global sustainable development targets using the Source to Sea (S2S) framework.

As part of **Component 3: Knowledge Management and Capacity Development**, the IRBM Project places strong emphasis on improving access to knowledge, strengthening understanding of integrated river basin management and the Source-to-Sea approach, and supporting regional learning and experience-sharing through platforms such as PEMSEA's SEA Knowledge Bank (irbm.seaknowledgebank.net), the GEF IW:LEARN network, and UNDP Asia and the Pacific social media platforms.

While the Project has generated a substantial body of technical reports, newsletters, and stories, there remains a need for a concise, accessible, and engaging multimedia knowledge product that can clearly communicate IRBM and Source-to-Sea concepts to a broad range of stakeholders. An animated explainer video, accompanied by short video clips is particularly well suited to translating these concepts into a visual format that supports learning, dialogue, and replication.

To support these objectives, PEMSEA is inviting qualified consultants or consulting firms to express their interest in producing an animated explainer video and short derivative clips as knowledge products of the IRBM Project.

OBJECTIVE OF THE ASSIGNMENT

The objective of this assignment is to produce a high-quality animated explainer video and short derivative clips that:

- Clearly explain the Integrated River Basin Management concept and the Source-to-Sea approach underpinning the IRBM Project;
- Strengthen understanding of how integrated river basin management contributes to pollution reduction, protection of freshwater environmental flows, and climate resilience;
- Serve as a long-term knowledge product for dissemination through PEMSEA, GEF IW:LEARN, UNDP Asia and the Pacific knowledge platforms.

SCOPE OF WORK, DUTIES AND RESPONSIBILITIES AND DELIVERABLES

Scope of Work

The consultants/service provider shall be responsible for the design, production, and delivery of the following outputs:

A. Animated Explainer Video

The primary output shall be a four-minute animated explainer video that:

- Introduces the principles and objectives of Integrated River Basin Management;
- Explains the Source-to-Sea approach and its relevance across river basins, deltas, coastal areas, and marine ecosystems;
- Demonstrates the importance of coordination, multi-level governance, and stakeholder engagement; and
- Reflects the roles of national and local governments, environmental practitioners, academe, civil society organizations, and local communities including Indigenous Peoples (IPs).

B. Short Animated Video Clips (4 clips, 30–45 seconds each)

Short video clips derived from the main explainer video shall be produced to support wider dissemination in social media and website platforms. Indicative themes may include:

- The need for integrated approaches to river basin management;
- Key elements of IRBM;
- Understanding the Source-to-Sea approach; and
- Strengthening governance and cooperation through the IRBM Project.

Duties and Responsibilities

1. Reviewing IRBM Project reference materials provided by PEMSEA to ensure technical accuracy and alignment with Project objectives and key messages;
2. Preparing a production plan and timeline covering all stages of development, review, and final delivery;
3. Developing a concept note, script, and storyboard that translate IRBM and Source-to-Sea concepts into clear, engaging narratives suitable for technical and broader stakeholder audiences;

4. Producing original animation using a clean, inclusive, and professional motion-graphics style that supports learning, awareness-raising, and knowledge uptake among diverse audiences;
5. Integrating professional English narration, background music, and sound design consistent with GEF, UNDP, and PEMSEA communication and visibility standards;
6. Preparing English subtitles and translated subtitle files (SRT format) in Lao, Khmer, Indonesian, Malaysian (Bahasa Melayu), and Vietnamese to support accessibility and regional outreach; and
7. Delivering the final animated videos in Full HD (1080p) format, suitable for use across digital platforms, events, and learning settings.

Expected Outputs and Deliverables

- Production and Concept Package - A production plan and timeline, together with the concept note, script, and storyboard for an animated video translating IRBM and Source-to-Sea concepts for technical and broader stakeholder audiences;
- Animated Video Outputs:
 - One (1) main animated video of approximately four (4) minutes
 - Four (4) short, animated video clips (30–45 seconds each)
- All videos shall be delivered in Full HD (1080p) format, with embedded English and translated subtitles, and with corresponding subtitle files (SRT format) in Lao, Khmer, Indonesian, Malaysian (Bahasa Melayu), and Vietnamese, optimized for digital and social media platforms.
- Ensure that all outputs are gender sensitive and culturally appropriate, inclusive, and consistent with GEF and UNDP policies;
- Adhere strictly to GEF, UNDP, ASEAN, and PEMSEA branding and visibility guidelines; and
- Submit all final outputs and all source materials, including animation project files, audio files, subtitle files, and transcripts.

Note: The IRBM Project shall retain full ownership and usage rights over all materials produced under this assignment.

WORKING ARRANGEMENTS

Institutional Arrangement

The Consultants/Consulting Firm will be coordinating regularly with the Communications and Knowledge Management Specialist of the IRBM Regional Project Management Unit and participate in coordination, planning, and review of outputs as required.

Duration of the Work

Expected duration of work is from March 2026 – May 2026.

Duty Station

The Consultants/Consulting Firm will be home-based with regular coordination with the RPMU.

Qualifications of the Consultants/Consulting Firm

- At least five (5) years of professional experience in animated video production or audiovisual communication;
- Demonstrated experience producing knowledge products for environmental management, natural resources, climate change, or development projects;
- Proven ability to translate technical or policy-oriented content into accessible visual formats;
- Proficiency in animation, motion graphics, and video-editing software; and
- Experience working with international organizations, donor-funded projects, or regional initiatives is an advantage.

Financial Proposal

Bidders/applicants should detail the budget plan based on expected outputs, clearly showing logical framework or activity plan to achieve the outputs.

Submission of Tender/Application

Interested consultants or firms shall submit the following:

Applicants are requested to submit the tender and requirements via email to recruitment@pemsea.org. Kindly indicate the vacancy reference number and title of requirement when applying (in the subject line) by email.

1. Letter of Confirmation of Interest and Availability
2. Curriculum Vitae or Company Profile, including relevant experience in similar assignments and contact details of the team leader and key members
3. Portfolio of relevant animated work
4. Brief proposal, outlining suitability for the assignment, proposed approach, and indicative work plan
5. Financial proposal, indicating the all-inclusive fixed contract price with a breakdown of costs

Additional Considerations

Bid applications received after the closing date will not be considered. Only those candidates that are shortlisted will be notified. For more information on IRBM, please visit <https://irbm.seaknowledgebank.net/>
