**Termes of reference**

**Towards the first Geopark in Laos**

**Context**

This order comes within the framework of the KARST component: Khammouane - Ardèche Territorial Strategy, of the Khammouane Eco-tourism project, financed by the French Development Agency, and supported by the NGO Tétraktys and the SMERGC (public establishment in charge of the management and enhancement of the Chauvet cave).

The objective of KARST is to support the local authorities of the province of Khammouane in the sustainable management of their territory. Through this project, it is a question of supporting the preservation and enhancement of the geological heritage of the national protected area of ​​Phou Hin Poun, by strengthening the capacities of the tourism authorities, and by promoting the exchange of experiences to bring out new ideas for sustainable tourism development.

In order to present the territory of Phou Hin Poun, the future first UNESCO Geopark in Laos, an institutional awareness and information video will be created. The Geopark concept consists in preserving and enhancing the landscapes of Phou Hin Poun, based on the different heritages of a territory: geology, culture, populations and ethnic groups, … This video aims to present the territory and its local specificities : **this is not an advertisement to promote tourism in the region**.

**Goals**

* Highlight the geology and the different karstic formations of the Phou Hin Poun:
  + Cliffs and escarpments,
  + Valley and canyon
  + Polje,
  + Cave,
  + View from above on the karst cliffs
  + ...
* Show in its entirety the landscapes of Phou Hin Poun,
  + Water
  + Rice fields and forests (for collection),
  + Villager,
  + Faunistic (as far as possible) and floristic biodiversity
  + The Hin Boun River (development axis of the future geopark) should be well developed
  + …
* Highlight cultural specificities:
  + Traditional festivals,
  + Legends,
  + Traditional activities,
  + ...
* Testimony of a villager, on the links of the inhabitants with their territory
* Testimony of the Vice-Governor of the Province in which he supports the project or of any other high-ranking decision-maker.

**Expected results**

Production of a video lasting no more than 3 min and 30 s, with a version with English subtitles and a second version with Lao subtitles.

HD and 4K format, landscape format. The selected service provider will submit several soundtrack choices to the client.

**Timeline and methodology**

* September 15: publication of the announcement by Tétraktys (with specifications and an announced budget)
* October 15: analysis of offers and decision
* November 1: notification of contract award
* Delivery expected on February 15, 2023.

Please send a sample of videos produced by you including drone captures, as well as a proposal (including a mission schedule) accompanied by a detailed budget   
before October 10, 2022, to the following address:

[ardeche.khammouane@gmail.com](mailto:barbara.guyamorch@tetraktys-ong.org)

To obtain all necessary additional information, requests should be made by email, at the latest 8 days before the date set for receipt of the offer, to the email address indicated above.

The detailed and dated estimate will be provided, which will specify the following elements Number of days of intervention, cost of the day and total amount for each of the following activities:

* Realization of video plans by drone and on the ground
* Interviews
* Assembly
* Insertion of subtitles translated into Lao and English