

视频制作提案征集

CALL FOR FILM PRODUCTION PROPOSALS — February 2018

背景概述 *Overview*

全球环境研究所（GEI）是一家以利用市场机制和政策建议解决环境问题，力求社会、环境和经济效益多赢为宗旨的中国环保 NGO。2014 年，GEI 在青海省三江源地区开展生态保护和社区发展项目，帮助保护珍贵的高原湿地和草原生态系统以及雪豹、林麝等珍稀动物。同时，我们还倡导社区共同参与环境保护，并培训社区发展可持续生计。截止 2017 年，GEI 在三江源地区的社区保护地已达 1361 平方公里，参与社区人数达到一万五千人。

为了更好的让公众了解 GEI 的故事，关注三江源的环境保护，GEI 计划拍摄一部视频短片，现面向所有视频制作团队及个人征集优秀的视频制作提案。

Global Environmental Institute (GEI) is a Chinese environmental NGO, supporting China to achieve development that is economically, ecologically, and socially sustainable. Since 2014, we have been conducting ecosystem conservation and community development projects in Sanjiangyuan, Qinghai province. These projects help to conserve critical ecosystems such as the Qinghai Tibetan plateau, at-risk wetlands and grasslands, as well as endangered species, such as the snow leopard and musk deer. Meanwhile, projects also encourage local communities to participate in conservation works and promote sustainable development. As of 2017, GEI has helped to conserve 1361 km² of land and engaged 15000 local people to protect Sanjiangyuan's environment.

With 4 years of working experience in Sanjiangyuan, GEI has decided to create a short film to tell our amazing stories and publicize conservation efforts in “The water tower of China”. To make this happen, GEI needs to work with talented filmmakers. We are issuing a call for proposals for a film crew or an individual filmmaker to produce the film in 2018.

具体要求 *The Details*

工作职责包括：

- 撰写、制作、拍摄以及编辑一个时长三到四分钟左右的高质量（清晰度不低于 1080P）视频短片
- 在 GEI 的协助下采访相关对象
- 前往三江源项目地进行素材拍摄及人员采访
- 根据预算安排各项花费，包括差旅、人工及设备费用等
- 在成品制作之前，向 GEI 提交视频初稿，在双方讨论的基础上进行修改和完善
- 选择并添加背景音乐
- 选择性地在视频中添加图像或文字
- 向 GEI 提交所有相关原始视频文件

Filmmaker will be responsible for:

- Writing, producing, shooting and editing one high definition (no less than 1080P) video approximately 3-4 minutes in length;
- Working with GEI to identify appropriate interview subjects for videos;
- Traveling to project site to conduct interviews/shoots;
- All expenses related to this production, including cost of travel, crew and equipment (see budget);
- Providing rough cut of draft of video to GEI for review;
- Finding music for all broadcast rights, to complement the films;
- Providing graphical elements to tie the stories together;
- Providing data video files to GEI

项目时间及预算 *Timeline and Budget*

视频制作提案提交时间：2018 年 3 月 1 日

结果公布时间：2018 年 3 月 15 日

视频制作时间线：2018 年 4 月-2018 年 8 月（具体时间可以商议）

视频最后提交时间：2018 年 10 月 31 日

项目总预算：不超过 60000 元人民币（包括所有视频制作工作）

Deadline for film production proposal submission: **March 1, 2018**

Final decision on production proposal: March 15, 2018

Filming timeframe: April-August (preferred)

Final copy due: October 31, 2018

Budget for entire scope of work, including all elements outlined above, not to exceed ¥60,000

项目理念 *What We're Looking For*

- 为了突出三江源水源地的的重要性，我们希望视频可以以水资源保护为主题，通过“水”链接下游发达地区的民众和上游的贫困社区。（当然，我们也欢迎从其他角度构思的提案！）
- 我们希望视频以新鲜有趣的视角，讲述 GEI 的项目成果
- 视频不应当具有时效性，能保证 GEI 长期使用
- 我们会更倾向于和有藏地工作经验的摄影团队 / 个人合作
- 摄影团队 / 个人必须具备优秀的协调能力和交流能力
- 能熟练运用中英文的摄影团队 / 个人将被优先考虑

- The guiding theme of water conservation should be used as a linkage between developed areas downstream and poverty communities in upstream. This film should highlight the personal connection viewers have to the subject of clean water. (Different concepts also welcome!)
- Stories from the local people who lead and carry out the conservation work is of utmost importance.
- Bilingual subtitles, preferably no experts talking/ lecturing
- Visually interesting opportunities to showcase GEI's work in Sanjiangyuan;
- Film should have a “timeless” quality. It will be screened and utilized well past the year of award;
- Preference for filmmakers who have experience working in Tibetan areas;
- Positive rapport and frequent communication is a must.

提案要求 *Proposals Must Include*

提案需包括一下几项内容：

- 视频制作理念及方法
- 团队 / 个人的相关作品
- 确认能在相应的工作时间内，使用相应的预算，完成高质量作品
- 如果你对视频制作及相关要求有任何疑问，请随时联系相关工作人员

请在截止日期前，将视频制作提案发送至 Maddie Rawding, maddie@geichina.org。

想了解更多 GEI 的相关信息，请访问我们的网站 www.geichina.org 或是搜索关注“全球环境研究所 GEI”微信公众号。

- Proposed treatment and approach to short films;
- Samples of relevant work;
- Agreement with timeline, budget, and deliverable criteria;
- Any questions regarding to the proposal or film making process;

Please submit all documents electronically to Maddie Rawding, maddie@geichina.org.

For more information about GEI, please visit our website www.geichina.org or follow our official Wechat account at “全球环境研究所 GEI”.