

## UNESCO Bangkok

### Call for Proposals (Public Organization, NGO or company)

#### Developing strategy and engaging communities in building the film sector in Pattaya

**Type of Contract:** Contract for Services  
**Duration:** 25 March – 31 October 2022, tentatively  
**Closing date:** 15 March 2022, 18:00 hrs (Bangkok Time)

#### Terms of Reference:

#### Developing strategy and engaging communities in building the film sector in Pattaya

#### Background

Under the framework of UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, UNESCO Bangkok has been implementing a project “Strengthening film industry sector through enabling policy environment, empowering film professionals and building diversity of films appreciation in Thailand”, as part of the regional project “Mobilizing film professionals for regional cooperation in Asia targeting Indonesia, Thailand, and Viet Nam”, supported by the Government of Japan.

The Thailand country project aims to assist the country to develop effective legal structures that foster the country’s untapped creativity and to increase general public’s appreciation for cinema. It also aims to professionalize the sector by empowering film professionals with the focus on independent filmmakers and independent film professionals through capacity buildings, and building up the sector information and knowledge hub.

One component of the project, “*Strengthening Pattaya city, its policy, film related professionals and communities towards the Creative City on Film*”, will be implemented with Pattaya Provincial Authority and DASTA, with an overall vision to prepare Pattaya to join the UNESCO Creative City Network in the film domain. The component aims to develop a long-term strategy for Pattaya to achieve this vision, and to engage the city’s stakeholders and build their capacity so they become an active part of this strategy.

The Consultancy is called to assist in implementing this project component through the following assignment.

#### Assignment

The contractor is requested to carry out the following tasks:

#### I. Developing a strategy for Pattaya to become a UNESCO Creative City of Film

1. Assist the Pattaya City Authority Office to carry out bilateral consultations with all relevant stakeholders and government line agencies at the city level to assess their role in supporting Pattaya towards becoming Creative City for Film in Thailand:
  - 1.1 Suggest topics and provide questions tailored to the Pattaya City authority’s mandates;
  - 1.2 Assess other Creative Cities (film) that will be a good example for Pattaya;
  - 1.3 Participate in the bilateral consultations as an advisor;
  - 1.4 Prepare a summary on each meeting participated.
2. Provide technical support in the organization of thematic consultations to assess the current situation:

- 2.1 Propose themes for consultation meetings and provide concrete inputs such as topics to be covered under each theme, questions to be asked, etc.;
  - 2.2 Attend key consultation meetings;
  - 2.3 Raise awareness and advocate about the UNESCO Creative City Network;
  - 2.4 Prepare a summary on each consultation attended.
3. Provide technical advice on strengthening of policies related to film in Pattaya City:
    - 3.1 Carry out an analysis of existing policies that can potentially support the film sector development at the city level;
    - 3.2 Provide recommendations towards the revised policies to strengthen the film sector;
4. Develop a strategy with a vision for Pattaya City to become a member of the UNESCO Creative City Network, using the findings from the bilateral and consultation meetings, community engagement (under task 2 below), policy review and good international practices
    - 4.1 Prepare a situational analysis of Pattaya's readiness to develop its film sector;
    - 4.2 Develop a strategy which outlines actions that Pattaya Provincial Authority and its stakeholders will need to carry out to build the film sector;
    - 4.3 Deliver a roadmap towards preparing Pattaya City to join the UNESCO Creative City Network on film;
    - 4.4 Present the situational analysis, strategy and roadmap to the project partners and stakeholders.

## **II. Raising awareness and building capacity for local community so they can benefit from the development of the film industry in Pattaya**

1. Raise awareness with the local communities in Pattaya City in preparation of Pattaya City to become the UNESCO Creative City Network:
  - 1.1 Form a working team including representatives from the government, local communities, business sector and civil society organizations (CSOs);
  - 1.2 Undertake the field mission to assess the stakeholders and identify counterparts at community level;
  - 1.3 Map out the active actors at the city level;
  - 1.4 Design and organise a series of visioning exercises using multi-disciplinary approach with strong participation of the community and other stakeholders, in co-designing the Pattaya City as Creative City under the film domain. This includes the identification of roles that the community members will take in driving Pattaya toward the UNESCO Creative City Network;
  - 1.5 To share success stories of community involvement in preparing their cities to become a Creative City in film domain.
2. Map the skills related to film of all stakeholders including the communities in Pattaya City
  - 2.1 Map the existing skills and potentials for skill development of the community members of becoming part of the film industry in Pattaya City;
  - 2.2 Identify active community members who can benefit from capacity building activities for future career development in the film sector.
3. To build capacity of the identified active community members of the suitable skills in the film industry
  - 3.1 Identify experts, preferably from the local universities and local professionals, in each skill to be the trainer;
  - 3.2 Design and deliver a series trainings in various skills related to the film sector to the identified community members, collaboration with identified experts and professionals;
  - 3.3 Whenever possible, prioritize institutional partnership in capacity building activities to ensure the sustainability of the project. Make linkage with universities in Pattaya in continuing building capacity and the film curriculum development

4. At the end of the project, organize a small exhibition to showcase the achievements gained by the community members.

#### **Deliverables and timeframe**

- By 30 April 2022, the contractor will submit the detailed workplan for the implementation of the tasks;
- By 30 July 2022, the contractor will submit a progress report which includes the following: summaries of bilateral meetings, summaries of thematic consultations; progress on the engagement with the communities, draft policy analysis and policy recommendations,
- By 30 October 2022, the contractor will submit:
  - Final draft of the situation analysis and policy recommendations;
  - Final strategy and road map for Pattaya to join the UNESCO Creative City Network in the film domain;
  - Report on community engagement and community capacity building;
  - Training materials developed under the project;
  - Financial report.

**Duty station and travel:** Home-based and missions to Pattaya when necessary

#### **Required qualifications, experience and competencies**

- More than 5 years of professional experience in working with the communities to co-create local development vision that is based on culture and creativity;
- More than 5 years of professional experience in developing capacity for stakeholders in creative sector domains in general and the film domain in particular;
- More than 5 years of professional experience in providing policy advice to provincial and city governments for the development of the creative sector in general and film sector in particular;
- Familiarity with the UNESCO Creative City Network concepts and principles.

#### **Desirable qualifications, experience and competencies**

- Existing networks of stakeholders in the creative sector in general and film domain in particular;
- Familiarity with UNESCO's works related to the 2005 Convention for the Protection and Promotion of the Diversity of Cultural Expressions;
- Existing partnership with Pattaya Provincial Authority and stakeholders.

#### **Application**

Interested companies/organizations are invited to submit to UNESCO Bangkok the application package including

- A technical proposal illustrating how the tasks will be carried out;
- A justification of how the company/organization's qualifications, experience and competencies are suitable for the project; and
- A detailed financial proposal indicating rate per unit.

Application package is to be sent **no later than 15 March 2022**, 18:00 Bangkok time (GMT +7).

To the attention of:

**Chief of Culture Unit**

**UNESCO Bangkok Office**

Email: [culture.bgk@unesco.org](mailto:culture.bgk@unesco.org)

***Only short-listed companies/organizations will be contacted.***