Community Seed Bank Video Series
Request for Quotation

1. Introduction and background

ECHO Asia aims to produce a series of explainer videos. The series is intended primarily for viewers with a high-school education and basic familiarity with biology and agriculture, including farmers, extension workers, trainers, students, and community organizations.

Videos will be produced for approximately 18 topics over the life of the project, with each topic having both a Thai language and an English language version. In this Terms of Reference, ECHO Asia is seeking a service provider for an initial 10 videos.

These first 10 videos will cover five topics including seed saving, seed production, seed storage, and community seed-bank management. The Thai and English versions will be substantially the same, and most of the footage will be identical between the two language versions. The final number, duration, production order, locations, and specific treatment of each topic will be agreed during inception and pre-production.

The series will explain and demonstrate practical, appropriate methods relevant to ECHO Asia's context, including resource-constrained and tropical environments. It will combine field-based demonstrations, presenter-led explanation, close-up process footage, simple graphics, and, where useful, photographs or diagrams.

Depending on successful completion of the initial videos, ECHO Asia may also contract the same service provider to continue working on this series.

2. Objectives

Title of video series: Community Seed Bank Options

Objective: This project will produce a series of short high-quality explainer videos. Viewers will gain skills on practical seed saving and seed-bank management for tropical and resource-constrained settings. The project will take the existing training, knowledge, and text resources of ECHO and turn it into video format. The videos will be used during off-site trainings. They will also be used as a reference for people who cannot attend a physical training. The videos will be in both English and Thai, with both languages filmed per topic.

Audience: Seed savers, development workers, and Community Seed Bank staff interested in seed saving practices appropriate for tropical contexts. The targeted viewer is a high school graduate with basic English proficiency, and no prior understanding of seed saving and agriculture.

A persona of an example target viewer is as follows:

U Kyaw is a 30 year old community development worker in Myanmar, working with a Christian non-profit. He has no agricultural training, but comes from a rural community. He completed high school but has basic biology or agricultural knowledge. He speaks English as a second language, but is comfortable understanding simple English with captions. He is interested in starting a new community project on seed saving, and is looking for information to help start this.

U Kyaw needs a clear, simple to understand explainer video with practical examples. He wants to be able to replicate the practices only from watching a video.

Format and Style: 3 to 8 minute-long explainer videos. Includes talking heads for introductions, but the focus is on showing physical techniques and explaining them. Style is relaxed, friendly, clear, and straightforward. The video will include captions. Music will be upbeat and positive, but the video will be clearly instructional rather than promotional.

3. Scope of Work

The service provider will provide production advice, filming, B-roll capture, editing, graphics integration, technical finishing, and structured management of review cycles.

ECHO Asia will provide draft scripts, subject-matter expertise, narrators/presenters, access to relevant locations and demonstrations, reviewers of draft content, and logistical support for delivery of the content. Please see an example script below in ANNEX 1 and links to existing ECHO Asia instruction videos in ANNEX 2.

The service provider will be responsible for the following.

1. Review and pre-production

1. Review ECHO Asia's draft scripts and advise on structure, pacing, visual storytelling, and production practicality.
2. Recommend the most suitable format for each video, including use of presenters, demonstrations, narration, B-roll, graphics, and text.
3. Work with ECHO Asia to prepare a practical filming plan, including shot lists, filming schedule, location requirements, and equipment needs.
4. Advise on how to group filming efficiently across multiple episodes.
5. Establish a clear workflow for file sharing, feedback, version control, and approvals.

2. Film production

1. Provide the required professional crew, camera, sound, lighting, and related production equipment.
2. Film presenters, demonstrations, interviews where required, and supporting B-roll.
3. Capture clear footage and sound of seed-saving activities, equipment, plants, seeds, storage systems, testing procedures, and other relevant practical demonstrations.
4. Record sufficient reusable B-roll for use across the series where practical.
5. Manage and back up recorded footage securely during production.

3. Editing and post-production

1. Organize and edit the recorded footage into clear, engaging videos based on ECHO Asia-approved scripts.
2. Produce rough cuts and revised cuts for ECHO Asia review.
3. Incorporate ECHO Asia's consolidated feedback within the agreed number of review rounds.

4. Add agreed titles, branding, on-screen text, diagrams, simple graphics, photographs, music, and sound effects.
5. Complete sound editing, colour correction, captioning/subtitles, and technical quality checks.
6. Produce separate approved English and Thai versions of each video, using narration, subtitles, or other language arrangements agreed with ECHO Asia.

4. Final delivery and handover

The service provider will deliver:

1. Final approved videos in agreed web-ready and high-quality master formats.
2. English and Thai versions of each video.
3. Caption/subtitle files and transcripts, where included in the agreed scope.
4. Thumbnail images and other agreed publishing assets.
5. All raw footage, audio recordings, editable project files, graphics, source files, and final exports.
6. A clearly organized project archive, including an asset list and records of licenses for third-party music, images, footage, fonts, and other materials.

ECHO Asia will own, or hold unrestricted rights to use, adapt, translate, edit, publish, and archive all materials produced under this assignment, including final videos, raw footage, editable files, captions, graphics, and associated assets.

4. Timeline

Milestone	**Date**
Publication of Terms of Reference	13 November 2026
Deadline for applications	30 November 2026
Selection of final service provider	December 2026
Start Pre-production meetings	January 2027
Filming on site at ECHO Asia	February 2027
Editing, feedback loops and finalization	March 2027
Submission of final videos	31 May 2027 latest

5. How to apply

Please share a short proposal before the end of November 2026 by sending your proposal to ssnoxell@echocommunity.org. Please include in your proposal the following:

1. A short introduction to yourself or your organization, and the team who would work on this project.
2. A short reflection on the assignment and the Scope of Work in particular. Please suggest any changes to the assignment, if you think they are necessary based on your experience.
3. Provide two samples of similar work. These can be links to a website, Cloud service (check access rights), or any online video platform. If possible, please include samples that are similar to this assignment: instruction videos of around 3 - 8 minutes.
4. Please include a budget using the format below. Please only include a **budget for 1 video in 2 versions**: English and Thai. Your final invoice to ECHO Asia will depend on the total number of videos we produce together, but it will be based on the price shown in the budget below.

Budget for 1 video in 2 versions (English and Thai)			
Cost item	**Unit cost (THB)**	**Unit**	**Total Cost (THB)**
Staff time - preparations		Hour/Day	
Staff time - filming on ECHO site		Hour/Day	
Staff time - editing and finalization		Hour/Day	
Equipment/Materials		Lumpsum	
Transportation		Lumpsum	
Add more lines if needed…			
Sub-Total			
Withholding tax 3%			
Total			

Please make sure to read ANNEX 1 (sample script) and ANNEX 2 (links to existing instruction videos) when preparing your proposal.

Annex 1 – Sample Script: How to Dry Seed for Storage Script

Learning Objective:

Viewers understand the importance of seed dryness for seed viability, and options for drying, checking moisture, and keeping dry.

Why Moisture Matters

Suggested timing: 0:00–1:00

Spoken script

Seeds are alive. Drying helps them survive until planting by slowing their life processes and reducing mould. Even if seeds are stored in warm temperatures, reducing moisture can still improve storage life.

For many seeds, for each 1 percentage point drop in seed moisture content (for example from 12% to 11% seed moisture), the storage life of seeds roughly doubles. Drying seeds properly can extend their life in storage.

Ideally, we want to store seed at around five to eight percent moisture. The right target depends on the crop. Aim to store seed below 14% moisture content. Above 14% moisture content seeds are very likely to get mould.

This advice applies to seeds that tolerate drying, including most grains and vegetables. We call these seeds orthodox seeds. Some seeds, like mango and avocado, cannot survive drying.

Required footage

Wide shot: Open with the presenter speaking

Close-ups of clean seed and a mouldy sample.

Close up: Seed drying

Close up: mango or avocado seed

Seed drying in the tropics

Suggested timing: 1:00–1:30

Spoken script

Small scale seed savers usually rely on air-drying seeds. Seeds exchange moisture with the air. In dry air, they release water. In humid air, they can absorb it again.

That makes drying difficult when the weather is humid, for example during the rainy season. Air drying has a limit. Leaving seeds out longer will not necessarily make them dry enough.

Required footage

Wide Shot: Seed drying outside

Wide Shot: Seed drying in drying cabinet

Diagram: Show seed with simple graphic of moisture entering and exiting seed

Principles for Drying

Suggested timing: 1:30–2:15

Spoken script

To make sure that seed survives well in storage, we need to first dry our seeds, then check they're dry, and finally keep them dry.

Make sure to dry seed gently and evenly. Too much heat can damage seeds, even if they look unchanged.

Direct sunlight can overheat and kill seeds. Use shade for simple air drying. In heated dryers, monitor the temperature near the seeds. At ECHO we make sure the temperature in our drying cabinets does not go over 35 degrees Celcius.

Spread seeds in a thin layer on a clean tray or screen, with space for air to move around them. Protect them from rain and night-time dew.

Required footage

Wide shot: ECHO's seed drying area

Close up: drying racks, inside and outside, showing hands rotating seeds.

Close up: Seeds on trays in drying cabinet.

Close up: thermostat on drying cabinet.

Use overhead and close-up shots of hands spreading one labelled lot in a single thin layer.

Options for Drying Seed

Suggested timing: 2:15–3:15

Spoken script

To dry seeds, ECHO uses four approaches. Air drying, solar drying, drying cabinets, and desiccants.

Air drying uses trays or racks to expose seed to air flow. It is simple and inexpensive, but depends on the weather. ECHO usually starts drying seed on racks that we can move in and out of shelter, depending on weather.

Solar dryers use the sun to warm air that then passes around the seeds. They need ventilation and temperature checks. Solar dryers can get too hot, so need to be used carefully.

Drying cabinets use controlled heat and airflow. They offer more control, but need electricity. Drying cabinets can be home made with simple materials. ECHO has instructions on how to make drying cabinets included in the video description.

Desiccants are materials that absorb moisture. You can purchase commercial desiccants such as silica gel that are very effective. You can also use locally available materials like dry rice, or biochar as desiccants.

Desiccants need to be placed in a sealed container with the seed. In a sealed container, dry desiccant can finish drying small quantities of air-dried seed. Many desiccants can be dried again after use in a solar drier, or an oven. This allows us to continue using them several times.

Required footage

Wide shots and close up shots of each method: air-drying rack; a solar; a drying cabinet with heat control; and air-dried seed placed with a dry silica-gel sachet in a sealed jar.

How to Check Seed Moisture

Suggested timing: 3:15–4:10

Spoken script

Checking that seeds are dry is important. Seeds that feel dry may still contain too much water.

There are many methods to check seed moisture. Different methods have different levels of accuracy, cost, time requirements, and complexity.

Farmers typically use physical tests, like biting seed, or pressing with a fingernail. These tests do help, but they are only rough guides.

There are a wide range of moisture meters specialized for seed moisture. These are normally accurate but can be expensive.

In another video ECHO shares in detail about some low cost techniques that are more accurate than physical tests.

One option is a salt-jar test, where seed is placed in a jar with dry salt. If the salt clumps, we know the seed is too moist for storage.

Another option is using a hygrometer to measure air humidity around seeds in a sealed container. This measurement is not the same as seed moisture percentage but instead allows us to calculate the seed moisture.

Another video explains these methods in detail.

If seed is still too moist, then consider using a desiccant to dry the seed more before storage.

Required footage

Close up: fingernail test on seed

Close up: Moisture meter

Close up and wide shot: salt jar test

Close up and wide shot: hygrometer test

Keeping Seed Dry

Suggested timing: 4:10–4:50

Spoken script

Once seeds are dry, seal them in a clean, dry, airtight container. Sealing wet seeds traps moisture inside. Sealing dry seeds stops them absorbing moisture from the air again.

Keep containers cool and shaded, and close them quickly each time you have to reopen the container.

Remember: Dry seed lasts for longer in storage.

Dry your seed. Check its dry. Then keep it dry.

Required footage

Close up: Show dry seed being placed into a clean jar

Close up and wide shot: Seeds being sealed with vacuum machine and put in cold room

Closing shot: Presenter talking head.

Annex 2 – Video Style Samples

Below two example explainer videos are presented. One shows a video on a similar topic to the intended videos. The other shows our current videos. Below we mention what we like and don't like about these videos. By reviewing these and our comments, a viewer will understand better our desired video quality and style.

How to save eggplant seed

World Vegetable Center
youtube.com/watch?v=1P0uZg2cKUo&pp=ygUgd29ybGQgdmVnZWd0YWJsZSBjZW50ZXIgZWdncGxhbnQ%3D

What we like:

- Clear subtitles and section headings
- Simple and clear messaging
- Some practical video sections clearly showing techniques
- Some annotations and captions overlaid on image to help explain a concept

What we don't like:

- Spoken too fast
- Relies on a lot of still photos
- Overpowering and dated background music
- Overall dated and less professional style

Growing Azolla and Duckweed for animal feed

ECHO Asia (self-produced)
https://www.youtube.com/watch?v=-ZZ8HqZWzZY

What we like:

- Branding and logos visible. Can maintain same branding style.
- Introduction by staff member to give sense of personality to video
- Shows practical actions clearly

What we don't like:

- Later English audio dubbing does not suit talking head. We don't want to show talking heads during most of video to solve this problem in future.
- Needs captions through all of video
- Would like more modern and clean style for captions and section headings
- Overall less professional