



## BC Community Forest Association Film Project Request for Proposals

March 4, 2020

### Introduction

The BC Community Forest Association (BCCFA) is inviting proposals for a short documentary film that showcases community forestry in British Columbia. The BCCFA represents over 100 rural and Indigenous communities across our province. We share a vision of a network of diverse community forest initiatives, where local people practice ecologically responsible forest management in perpetuity, fostering and supporting healthy and vibrant rural communities, ecosystems and economies.

### Table of Contents

PROJECT GOALS .....	2
FILM KEY POINTS .....	2
APPROACH .....	2
OUR PROBLEM AND EXPECTED OUTCOMES .....	3
TARGET AUDIENCE .....	3
PROJECT DELIVERABLES.....	3
SCHEDULE/MILESTONES.....	3
IMPORTANT INFORMATION FOR RESPONDING TO THE REQUEST FOR PROPOSALS.....	4
TO SUBMIT A PROPOSAL .....	5
ABOUT US.....	5
OUR VALUES.....	6
PLEASE NOTE .....	6

## Project Goals

- To produce a tight documentary film that will educate and inform, one that we can share easily on a variety of platforms.
- To garner public support for policies supporting community forests.
- To differentiate BC's community forests from the rest of the forest industry.
- To have a product ready for distribution in early 2021.

## Film Key Points

The film will describe the background and context of community forests and shows examples and priorities of community forest organizations with these aspects highlighted:

- Community forests have a priority to manage for ecological resiliency, which includes wildfire mitigation. The film should help urban audiences understand the connection between CFA's, resilience, and their own well-being. (Remember that the lower mainland has been impacted by wildfire smoke!)
- Place an emphasis on land stewardship that sets us apart from industrial forestry. Community forests are local, made up of people connected to the land - local forests/local people and values/local decisions and opportunities. We are about rural communities - it is home to us.
- Show the benefits of Indigenous/non-Indigenous collaboration that characterize many of the provincial community forests

## Approach

We will identify 3 communities who can best demonstrate our key messages, and, with the communities selected, work with the filmmakers to develop a shooting script that will convey these messages.

There is a possibility for selected communities to work with the film company to produce individual films that they will pay for separately and will be negotiated separately with the successful proponent on a case by case basis. The BCCFA will assist in this process if necessary.

## Our Problem and Expected Outcomes

Community forests are an unknown entity to the urban population. Many urbanites see preservation as the only strategy for a sustainable future. We would like the public to see that forest management is a part of an active climate change solution especially around our communities where we also manage for rural employment, public safety and ecological resiliency.

We are looking for a product that we can promote widely on multiple platforms, through social media channels, with environmental groups, communities, academics, local and provincial elected officials both rural and urban. With the film, we want to influence conversations on forest management and educate on the role of community forestry in preparing for future climates.

## Target Audience

We're looking for a film that will appeal to a broad audience. We want people to understand how community forests are different – and how they offer another way to look at our natural resources.

## Project Deliverables

A tight 6 to 8 minute film, and a short 2 -3 minute summary film (or trailer), filmed on location, in HD, with high production values. The film should be able to meet broadcast standards.

- Both films encoded and posted to YouTube
- Both films encoded for delivery on the BCCFA website
- Both films encoded for mobile devices (iOS and Android)
- Copies of the HD master and the encoded versions delivered on SSD
- Copies of all music licences/agreements, stock footage licences (if applicable)

## Schedule/Milestones

We're working on the premise that there are three options: fast, inexpensive, good – and we can only choose two. We don't need fast, but we do want great value for our budget.

March 31                      Deadline for proposals

April	Producer selected
May/June	Shooting script development, input from selected communities
July – September	Location filming (potentially including National Forest Week late September)
October/November	Post Production: Rough cut , notes Fine Cut
December	Final approval (including guide narration, music, graphics)
December/ January	Packaging and deliverables

## Important Information for Responding to the Request for Proposals

The budget for this project is \$45,000.00 inclusive of all production expenses, travel, accommodation, per diems and taxes.

Drawdowns will be made at production milestones:

- Shooting script
- Commencement of production (or on first phase, if more than one production phase is anticipated)
- Production report, sample footage
- Rough Cut
- Fine Cut
- Final deliverables

We want to work with a filmmaker/company who is compatible with our values, and who has a good understanding of the ideas and policies we want to communicate.

In your submission, we'd like you to:

- Tell us about you and your company's background and experience, and why you think it's relevant to this project.
- Send us a link to some of your previous work. Demo reels are fine, but we also want to see a completed project as well.
- Give us an idea of the production process you propose for this project. (How will you develop a shooting outline? Visual style? Music? Graphics? How will you communicate the content points? Music? Graphics?)
- Who will be working on the project? (key creatives, outside facilities such as post audio, colour grading, etc.)

- Why are you interested in this project? What else – besides your technical filmmaking skills – will you bring to this project?
- We'd like to see a preliminary budget and workplan to get a sense of how you'd approach this project. (We understand that the travel budget may vary, depending on the locations that are finally selected.)

## To Submit a Proposal

Submissions should be sent electronically to Susan Mulkey, BCCFA Manager of Communication and Extension at [smulkey@bccfa.ca](mailto:smulkey@bccfa.ca) by March 31, 2020, 5:00 pm, Pacific Standard time.

Only candidates who make the short list and are invited for an interview will be contacted.

A final decision will be made in April.

We will work with the successful candidate to develop the shooting outline and to finalize the workflow and schedule.

All decisions on candidates will be final.

## About Us

The Community Forest Agreement (CFA) tenure was developed to give local communities the opportunity to manage local forests for the benefit of those communities, in a manner consistent with locally defined objectives and values. CFA holders are uniquely incented to make investments in the forest resource for long-term sustainability. The community with a long-term, area-based tenure must live with the consequences of their decisions, and conversely, is motivated to invest for future benefit. For the same reason, CFA holders are managing for a range of objectives including:

- wildfire mitigation & community protection
- climate change mitigation and adaption
- enhanced forest stewardship and incremental silviculture
- conservation of ecologically and culturally significant areas and values, including old growth forests
- rural employment and community economic development.

The Community Forest Agreement is an area-based licence that provides the exclusive right to harvest timber within the CFA area, and the right to manage botanical forest products. Licences are long-term, 25 years, replaceable every 10. CFAs are governed by the Forest Act and the Forest and Range Practices Act, and all other applicable statutes and regulations.

Since the development of community forests in 1998, there are now 58 Community Forest Agreements across BC with another 5 formally in the application process. These licences are held by a variety of community-based legal entities, including Limited Partnerships, Societies, Co-Ops, First Nations Bands and local governments. Collectively, over 100 Indigenous and rural communities are involved in community forestry in BC.

Half of the operating CFAs are held by First Nations or are partnerships between Indigenous and non-Indigenous communities. In addition to community forests where First Nations are owners or partners, many community forest organizations include First Nations representation on their boards. In many cases, First Nations are engaged in cooperative planning, share profits, have MOUs and employment contracts, and work with community forest organizations in capacity building activities like training and education.

Find out more about the BC Community Forestry Association on our website: [www.bccfa.ca](http://www.bccfa.ca). You'll find our 2009 video there as well <https://bccfa.ca/watch-our-film/>

## Our Values

- Culturally, ecologically, and economically sustainable forestry
- Practice of community forest initiatives in a manner which respects First Nation rights and cultural values, and which fosters understanding and cooperation between rural communities and First Nations.
- Meaningful representation of community members in community forest initiatives.
- Informed public participation in community forest decision-making.
- Leading edge forest practices.
- Local forest-based employment.
- The resiliency of ecosystems as a basis for social, ecological and economic health.
- Community responsibility for land use and allocation decisions.

## Please Note

The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals in responding to this RFP. We encourage you conduct your own investigations and analysis to make your best pitch. We hold the right to update, amend or supplement the information, assessment or assumption contained in this RFP. We reserve the right to reject all or any of the Proposals without assigning any reasons whatsoever. Applicants will bear all costs associated with or relating to the preparation and submission of a proposal.