SRI LANKA EXPORT DEVELOPMENT BOARD

SCHEDULE OF REQUIREMENT

FOR

PRODUCTION OF A PROMOTIONAL VIDEO ON CREATIVE INDUSTRY IN SRI LANKA

1.0 Introduction

Sri Lanka Export Development Board (EDB) has recognized the creative industry as a highly prospective sector poised to make substantial contributions towards attaining the social and economic development objectives of the country.

Sri Lankan Creative Industry also has a huge potential to contribute to the economy, with the Sri Lanka's inherent craftsmanship, cultural diversity and rich natural resources which provide the base for a wide range of creative industries such as Art, Crafts, Design, Fashion, Filming, Performing arts, Heritage, Architecture, Sri Lanka's Cuisines, etc.

Considering the above, EDB in collaboration with the relevant Government and private sector stakeholders is planning to implement the project of "Creative Sri Lanka 2030" with the objectives of promoting ethical, sustainable manufacturing and to increase export of value added, niche products enabling industry to provide maximum contribution to the economic development.

Sri Lanka's rich heritage of craftsmanship, creative and innovative talent, cultural diversity, and abundance of natural raw materials provide a strong foundation for the growth of the Giftware & Lifestyle industry, offering significant potential for both domestic and international markets.

The craft sector plays a vital role in the country's economy by harnessing the skills and talents of rural communities and integrating them into Sri Lanka's export development efforts. The growing international demand for unique, high-quality, handcrafted products presents substantial opportunities to further develop this industry while generating valuable foreign exchange earnings.

The sector encompasses a diverse range of products, including home and interior décor, household and furnishing items, fashion accessories, recycled and handmade paper products, wellness and spa products, ornaments, souvenirs, and other lifestyle products. Through the effective utilization of locally available raw materials and traditional craftsmanship, the industry not only preserves Sri Lanka's cultural heritage but also creates sustainable employment opportunities, particularly in rural areas.

In this context, it is proposed to strategically promote the Giftware & Lifestyle sector both locally and internationally as a flagship segment of Sri Lanka's Creative Industry, thereby enhancing its global recognition, strengthening export competitiveness, and contributing to sustainable economic development.

2.0 Objectives

To develop a high-quality, professional Audio-Visual (AV) presentation that effectively showcases the strengths, capabilities, and potential of the Sri Lankan Creative Industry specially for Giftware & Lifestyle products, Handicrafts sector. This AV will serve as a strategic promotional tool across multiple platforms and occasions, including trade exhibitions, investor briefings, buyer meetings, digital marketing, social media and diplomatic engagements.

Primary Objectives

- **Showcase Sri Lanka's creative potential**
  Highlight the diversity and richness of Sri Lanka's creative industries, including handicrafts, design, fashion, media, and lifestyle products.
- **Promote export opportunities**
  Create awareness among international buyers about the export potential of Sri Lankan creative products and services in the Giftware & Lifestyle products, Handicrafts sector.
- **Enhance country branding**
  Position Sri Lanka as a distinctive and globally competitive source of high-quality, sustainable, and culturally inspired giftware, lifestyle products, and handicrafts, showcasing the country's rich heritage, creativity, craftsmanship, and commitment to ethical and environmentally responsible production

Secondary Objectives

- **Promote local artisans**
  Provide visibility to artisans, designers, and small and medium-scale enterprises, helping them reach global markets.
- **Attract international partnerships and investments**
  Promote strategic partnerships, collaborative ventures, and foreign investment opportunities within Sri Lanka's giftware, lifestyle products, and handicrafts sector.
- **Preserve and promote cultural heritage**
  Emphasize traditional craftsmanship and cultural stories while showing their adaptation to modern markets.
- **Encourage value addition/ adaptation**
  Encourage value addition and product adaptation to meet international market requirements and emerging consumer trends.
- **Create awareness among local stakeholders**
  Inspire local entrepreneurs and youth to explore opportunities within the creative sector in the Sri Lanka's giftware, lifestyle products, and handicrafts sector.

3.0 Scope of work for the production Agency

The selected service provider will be required to:

- Carry out an initial desk research on the industry and identify gaps to be covered.
- Develop a creative concept, themes, storytelling and script for the AV production in consultation with the relevant stakeholders.
- Create a storyboard outlining visuals, sequences, and transitions for approval.
- Discuss and finalize the filming locations across Sri Lanka (e.g., workshops, studios, export facilities) in consultation with the EDB.
- Conducting interviews with 5-8 artisans, designers, exporters, industry stakeholders and government officials to gather content for the script.
- Capture high-quality video footage (4K /30fps or above) showcasing:
  - Creative processes and craftsmanship
  - Product manufacturing and finishing
  - Lifestyle applications and product usage
  - Interviews from key stakeholders

- Use professional equipment including drones, lighting, and audio systems where appropriate.
- Include animated graphics, info-graphics, and voice –over narration in English.
- Provide professional editing, colour grading, sound mixing and final mastering of the AV.
- Produce multiple versions (e.g., full version, short promotional clips, social media edits)
- Audio – music and voice-over: must be copyright-free, and no AI-generated content (music, voice-over, or footage) shall be used]

4. Functional Requirement

4.1 Script & Storyboard Development

- Summary of the initial research done.
- Clearly define the objectives and the key message of the video content.
- Develop a script of the video based on the research and develop a visual storyboard that outlines the flow of scenes, transitions, narration, and visual elements to ensure coherent storytelling and effective message delivery.

4.2 Target Audience and Distribution Channels

Target Audience:

- **International buyers and importers**
    - Wholesalers, retailers, and sourcing agents interested in handicrafts, giftware, and lifestyle products.
    - Online marketplaces and global retail brands looking to onboard unique, sustainable, and artisanal products.

- **Trade fair visitors and exhibitors**
  Attendees of international exhibitions seeking new suppliers and innovative products.
- **Foreign investors and business partners**
  Organizations and individuals looking for investment opportunities or partnerships within the creative sector.
- **Designers and creative professionals**
  Global and regional designers, trend analysts, and creative entrepreneurs interested in collaboration and inspiration.
- **Local exporters and SMEs**
  Sri Lankan artisans, manufacturers, and entrepreneurs seeking exposure and motivation to enter export markets.
- **Government and trade promotion agencies**
  Institutions supporting trade development, policy-making, and international cooperation.
- **General public and media**
  Individuals interested in culture, craftsmanship, and creative storytelling, including journalists and content creators.

Distribution Channels

The video will be disseminated through multiple strategic platforms such as;

- Social media campaigns (YouTube, Instagram, LinkedIn, etc.)
- TV promotions (local and international)
- Digital video walls at exhibitions, airports, Sri Lanka Missions and business lounges
- Multimedia presentations and corporate digital communications in various plat forms such as workshops, seminars and road shows etc.

4.3 Duration and Format of Videos

- **Main Promotional Video**: 5 minutes
- **Short Video Clip**: 1 minute (*number of versions to be proposed*)
- **Micro Video Clip**: 30 seconds (*number of versions to be proposed*)
- **Social Media Teaser**: 30-second highlight reel designed for maximum engagement (*number of versions to be proposed*)

4.4 Visual Requirements

- High Quality, professional grade footage in 4K/30fps
- Animation/graphics for data visualization
- Visuals should be professional.

4.5 Language

In English (Provisions should be available for subtitles in other languages, English SRT File to be Provided)

Subtitles in German and Japanese

4.6 Timely Delivery

Adhere to the production schedule agreed upon with EDB and the final production (Main Video) should be handed over to the EDB within 3 months of official service order confirmation.

Phase	**Duration**
Research & Scripting	3 weeks
Screening	1 week
Filming	5 weeks
Editing & post production	3 weeks
Total	**12 weeks (03 months)**

4.7 Responsibilities of the service Provider

- Managing all aspects of the production process, including pre-production, filming, and post-production.
- Ensuring all content used (including footage, music, graphics, etc.) is either custom created or properly licensed to the EDB.
- Coordinating with designated EDB officials to schedule interviews, gain filming access, and align with sector objectives.
- Adhering to all safety and compliance protocols during filming, particularly within manufacturing and production environments.
- Obtaining prior approval from the EDB before visiting or filming at any site.
- Incorporating improvements based on the suggestions/comments of the EDB

4.8 Responsibilities of the client

- Facilitating access, selected permissions, and rights to selected locations, facilities, and personnel relevant to the filming.
- Providing background information, sector data, and supporting documentation necessary for content accuracy.
- Reviewing and providing timely feedback/approvals for scripts, storyboards, and all video outputs.

4.9 Required Qualifications

The service provider must meet the following qualifications:

- Proven experience in corporate video production with social media content creation, and promotional AV content and experience in producing similar sectorial/promotional AVs in international & local clients.
- Expertise in commercial filming (preferred but not mandatory).
- Access to professional filming equipment (4K cameras, drones, sound gear)
- Possession of in-house capabilities for video filming, editing, animation, motion graphics, and sound production.
- Creative and technical proficiency.
- Ability to effectively engage with both government and private sector stakeholders in a professional manner.
- A dedicated, qualified production team assigned exclusively to manage and execute the assignment.

4.10 Reporting and communication

Maintain open and transparent communication with the EDB throughout the production process. Provide regular progress updates as required.

4.11 Submission of video Materials

The service provider shall require to submit all developed materials, including raw materials, to the EDB with exclusive right. Additionally, all materials must be handed over to EDB via portable hard drive, with a backup copy of the same data. Exclusive rights of all content should be the sole property of EDB.

Materials to be submitted include (but are not limited to):

- Final edited videos in all required formats
- All raw footage
- Sound, voice-over, and audio files
- Graphic and animation assets

Exclusive ownership rights to all materials, including copyrights and usage rights, shall be transferred to and held solely by EDB.

No content may be reused, resold, or repurposed by the service provider without written consent from EDB.

5.0 Technical Requirements

Service provider to suggest the most updated technical requirement for a quality Video

- Resolution
  - Primary production resolution: Minimum 4K (Ultra HD).

- Frame Rate
  - Standard: 30fps or higher

- Aspect Ratios (Platform-Specific Formats)
  - YouTube: 16:9 (landscape) and optionally vertical
  - Instagram / Facebook Stories, Reels, TikTok (vertical) 9:16]
  - Instagram / Facebook Posts: (square 1:1) or (portrait 9:16)
  - LinkedIn: 16:9 (landscape): preferred; max 2 minutes recommended for engagement]

6.0 Budget and Payment terms

- The allocated budget is Rs. 5.0Mn
- Payments will be made in milestones upon acceptance by the review committee;

  20% upon signing contract
  30 % upon first draft script
  30% upon completion of 1st edit (draft to be submitted)
  20% upon final delivery

Payments will be made upon approval of deliverables by EDB's review committee

7.0 Submission Requirements

- Company profile and portfolio
  - Overview of the organization, key team members, and relevant capabilities
  - Portfolio of past work, especially in corporate, sectoral, or export-related AV productions

    - Past experience
      - Details of similar projects undertaken (both local and international)
      - Description of the company's role and involvement in those projects

- Creative proposal
- Proposed methodology, approach, and technical process
- Preliminary script, storyboard, and creative concept for the main promotional video
- Suggestions for multiple versions/edits (e.g., social media clips, teaser, etc.)

- Cost breakdown
- Detailed item-wise financial proposal within the allocated budget

- Work Plan & Timeline
- Clear and realistic timeline of activities and key deliverables, from pre-production to final submission.

8.0 Pre- bid Meeting

A Pre-bid meeting will be held on **11th November 2026** at **10:00 a.m**. at the VIP Room, 9th Floor, EDB Office.

This meeting is intended to clarify the scope, expectations, and respond to queries from interested bidders. Participation is strongly encouraged to ensure a comprehensive understanding of the assignment.

9.0 Presentation of the plan:

All bidders should make a presentation after 02 working days of the bid closing, time and date will be informed in advance.

The exact date and time for presentations will be communicated in advance by EDB. Presentations should include the creative concept, methodology, draft storyboard/script, and implementation timeline.

10.0 Evaluation Criteria

Proposals will be evaluated based on:

- **Relevant past experience and portfolio**
  - Quality and relevance of similar past work (local and international)
- **Proposed methodology, creative concept and script outline**
  - Clarity, creativity, and alignment with objectives
  - Content development, techniques used in video production

- **Work Plan and Timeline**
  - Realistic work plan and value for money within the allocated budget.
- **Team qualifications**
  - Expertise and experience of the team assigned to the project