

## TERMS OF REFERENCE

### SHORT TITLE OF ASSIGNMENT

Video Production Long Term Agreement

### BACKGROUND

UNICEF works towards realization of the rights of children as prescribed in the Convention of the Rights of the Children. These rights pertain to child survival, protection, development and participation.

There is an ongoing requirement for production of communication, advocacy and visibility materials that documents key children's issues and ongoing responses in the field through high quality content packages, to support UNICEF's communication, advocacy and visibility efforts with legislatures, policy makers, media, donors, partners and the public at large.

As a result, UNICEF is seeking qualified institutions to establish Long Term Agreements (LTA) with to facilitate and expedite the process of producing visual communication through public service announcements, short videos and capturing stories of change from the field, to be showcased in a number of platforms including website, social media and on television.

### OBJECTIVE

The production company will be required when the need to visually document UNICEF Egypt activities arises. The company will be required to have their own equipment and be available for field travel as needed. All videos will remain the property of UNICEF. The company will work closely with field staff under the supervision of the communication section of UNICEF Egypt.

UNICEF Egypt is looking to establish Long Term Agreements (LTA's) with multiple qualified suppliers. LTAs will be established for an initial period of two years, and prices should remain fixed for the duration of the LTA.

When UNICEF Egypt has specific requirements to be undertaken, a separate contract will be raised by UNICEF for the services and associated costings as included in the LTA. At the time of raising the contract, UNICEF and the supplier will agree the timeline required to undertake the service, which will be entered into the contract. The supplier is committed to complete the works within this mutually agreeable time.

### METHODOLOGY

Duties will entail regular monitoring, follow-up and supervision of the below mentioned tasks.

### ACTIVITIES, DELIVERABLES AND TIMELINES, PLUS BUDGET PER DELIVERABLE

*This section should detail the activities to be taken up and completed during the course of the assignment - in line with the above objectives, and how they will be organized. i.e. in phases or stages, based on outputs or to produce specific products/results and deliverables – this section should provide a detailed description of what is expected during the assignment;*

Insert information here

DELIVERABLES	ESTIMATED DURATION TO COMPLETE	PAYMENT
<p><b>Category A: Audio-visual Production</b></p> <p>Create relevant original audio-visual content in the form of corporate news reports or documentaries highlighting the activities and efforts of UNICEF in Egypt.</p> <p>Effective, impactful storytelling as per the international standards are requested.</p>	<p>Duration will be based on the individual assignment requested.</p>	<p>100% upon completion of each assignment and receiving the invoice from the vendor</p>

**Pre-production:**

1. Assign a focal point from the service provider for smooth communication.
2. Propose creative ideas, structure, and visual treatments with a clear flow of segments.
3. Propose a timeline for the implementation of the audio-visual content.
4. Organize focus groups with demographically diverse group of people and whose reactions are studied especially in market research.
5. Video documentation on location/studio (shooting, interviews and B-rolls) of UNICEF Egypt field activities, events and any other happenings in all governorates upon request from the Communication section based on UNICEF guidelines for video production and multi-media documentation.
6. Produce 1-2-minute-long, news-style video packages based on programme implementation and/or human-interest stories, pre-defined advocacy priorities, complete with shot list, script and voice-over.
7. Produce visual motion videos to raise awareness of different topics related to children
8. Editing (including addition of narration & music) of raw footage according to Communication section recommendations/requests and UNICEF guidelines for video production and multi-media documentation.
9. Translation & subtitling of media pieces upon request from the communication section.

**Postproduction:**

10. Submitting of all raw footage or ready to use videos to UNICEF.
11. Presentation of a first draft of the audio-visual content to be reviewed and approved by UNICEF Head of Communication section is essential before further editing.
12. Re-editing/formatting of UNICEF owned video materials, previously produced, to be included in other video productions or re-edited for future productions.

<p>13. Finalization of the video material (Color &amp; sound correction and any other graphical effects/additions needed) under the guidance of the communication team and following UNICEF guidelines for branding and copyrights.</p> <p>14. Submission of the final video material in 2 sets; high quality and compressed quality for uploading and sharing on the various internet venues.</p> <p>15. Preparation and management of all logistical issues and arrangements related to producing a successful and professional event.</p> <p><b><u>Category B: Editorial Production</u></b></p> <p>Service provider under LTA will propose dissemination to national and global networks.</p> <p>16. Distribution and live delivery</p> <p>17. All copyrights of all video footage filmed, created, inserted and edited before, during and after the production of the audio-visual content produced are reserved to UNICEF and cannot be used by anyone or in any case except with a written approval from UNICEF officials.</p> <p>18. Get consent for use of videos from relevant persons/authorities.</p>		
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**Child Safeguarding**

Is this project/assignment considered as “[Elevated Risk Role](#)” from a child safeguarding perspective?

YES  NO If YES, check all that apply:

**Direct contact role**  YES  NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

**Child data role**  YES  NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

## **QUALIFICATIONS, SPECIALIZED EXPERIENCE AND ADDITIONAL COMPETENCIES**

- Agency has 5 years' experience or more in the area of video/multimedia production.
- Ability to assimilate and communicate complex visual messages in an engaging and child-friendly manner.
- Proven experience in content and visual storytelling.
- Access to and able to use the latest equipment in the field of filmmaking and multimedia production.
- Experience in producing multimedia content about, with and for children – including shooting and interviewing children.
- Previous experience working with a UN agency or in the field of development is an asset.

## **CONDITIONS OF WORK**

The LTA selected vendors will be managed by UNICEF Egypt's Communication division in coordination with the specific section requiring the vendor's services and will be responsible to:

- Orient the vendor and outline the parameters of the required services.
- Provide copies of the UNICEF visual guidelines and brand book.
- Provide and agree with the vendor on the work schedule, timelines, and deadlines.
- Provide relevant feedback and evaluation of the service provided and outputs submitted.

## CRITERIA FOR EVALUATION

Requesters ***MUST*** submit comprehensive and clear criteria for how they will evaluate bidders. The structure below is a guideline. Please indicate any specific, critical skills or knowledge required for the service to be rendered.

TECHNICAL CRITERIA	POINTS TO CONSIDER
<b>For institutions</b>	<ul style="list-style-type: none"><li>• Portfolio demonstrating extensive experience in the field of production (20%)</li><li>• Technical competence in corporate news reports &amp; documentaries (20%)</li><li>• Strong experience in producing national campaigns and public service announcements (20%)</li><li>• Portfolio demonstrating extensive experience in disseminating to networks (10%)</li><li>• Financial proposal (30%)</li></ul>
<b>TOTAL SCORE</b>	100
<b>Weighting</b>	<ul style="list-style-type: none"><li>• <i>Weighting of technical evaluation vs financial offer is 70:30</i></li></ul>

### **NOTE FOR CONSULTANTS AND INDIVIDUAL CONTRACTORS:**

Bidders must submit a financial proposal providing rates in EGP for the attached Financial Annex, excluding VAT. Partial financial proposals (that do not include all items) will also be considered.