

TERMS OF REFERENCE

LONG-TERM ARRANGEMENTS FOR

Writing, copy-editing, photography, and videography services

I. INTRODUCTION AND BACKGROUND

UNICEF works towards realization of the rights of children as prescribed in the Convention of the Rights of the Child. In an effort to achieve its goals, UNICEF Guyana and Suriname applies various programme strategies and interventions at different levels. Through these interventions there have been significant achievements and lessons learnt. UNICEF continues its support in the areas of (1) safety and justice; (2) lifelong learning; (3) social inclusion and child rights monitoring and (4) an emergency response to the Venezuelan migrant crisis.

There is an ongoing requirement for production of communication, advocacy and visibility materials that document key children's issues and ongoing responses in the field through high quality content packages, to support UNICEF and the Government of Guyana's communication, advocacy and visibility efforts with policy makers, media, donors, partners and the public at large. These high-quality content packages include design packages, advocacy toolkits, photo packages, human interest stories, videos and short films that document UNICEF's work and programming. These content packages will be disseminated through different channels including website, social media platforms, external media networks, partner networks and donor reports.

UNICEF requires the services of reputed content production companies on long term arrangement which offers services in the fields of writing, copy editing, photography, and videography/filmmaking to produce and edit, high quality reports, short films including animation films, human interest stories, and photo packages as part of a complete package of content. As important accountability, public information and resource mobilization tools for the organization, the deliverables must be of the highest quality.

II. PURPOSE AND OBJECTIVES

UNICEF Guyana is seeking to enter Long-Term Arrangements with companies to provide quality, timely and professional writing, copy-editing, photography and videography/filmmaking services. As a result of this Request for Proposal for Services (RFPS) process, UNICEF Guyana will establish non-exclusive Long Term Arrangements with multiple companies for the initial term of two (2) years with an option to extend for two (2) more additional one-year periods at the discretion of UNICEF Guyana, subject to satisfactory performance by the service provider.

III. DESCRIPTION OF SERVICES

Qualified vendors are invited to submit proposals for the provision of one or several of the below described services. UNICEF may award an LTA for all services included in the bid, or for a specific category only to one or multiple proposers, depending on the technical strengths and expertise of the prospective proposers, following a comprehensive evaluation as indicated in Section 'Evaluation Process and Awards'.

IMPORTANT: Vendors may submit proposals for the provision of services in all or some of the categories. All submissions should clearly identify for which category of services the vendor is quoting.

Category 1. Writing

Activities will include, but not limited to:

- Write, edit and finalize succinct, appealing human-interest stories and text for photo essays for UNICEF projects.
- Research the issues and characters being documented, including in-depth interviews of community, service providers, government counterparts, beneficiaries, while being mindful of sensitivities of specific situations.
- Work in close coordination (where required and when a photographer has been engaged) with photographers to get relevant powerful images for stories and photo-essays.
- Review, organize, edit and consolidate materials for knowledge products ensuring clarity and continuity of the argument, as well as clarity of structure and core themes.
- Proof-read, including checking spelling, country and city names as well as acronyms and other abbreviations (making sure that they follow official UNICEF terminology and conventions), style consistency, references, etc.
- Ensure implementation of the UNICEF style guide and brand book (UNICEF style guide will be provided by the UNICEF Guyana Country Office).
- Write digital media content as required including for Website and Social Media.
- Be available for feedback and inputs as per the requirement of the office.

Category 2. Copy-editing

Activities will include, but not limited to:

- Review, organize, edit and consolidate material for knowledge products ensuring clarity and continuity of the argument, as well as clarity of structure and core themes.
- With prior briefing from UNICEF for each assignment, edits reports, publications and digital products to the highest professional editorial standards, including correct grammar, syntax and punctuation.
- Proof-read layout files, including checking spelling, country and city names as well as acronyms and other abbreviations (making sure that they follow official UNICEF guidelines; terminology and conventions), style consistency, layout, references, etc.
- Edit digital content media as required including project factsheets; web pages; stories and knowledge products such as forewords, prefaces, etc.
- Ensure implementation of the UNICEF style guidelines (UNICEF style guide will be provided by the UNICEF Guyana Country Office).
- Check that authors have provided the correct references where required using APA referencing style.
- Resolve queries directly with UNICEF concerning style and text inconsistencies.
- Receive and include feedback and inputs from UNICEF and stakeholders.

Category 3. Photography

Activities will include, but not limited to:

- Photograph people and locations related to UNICEF programmes, keeping in mind culture, gender and other diverse sensitivities as per UNICEF guidelines (will be provided). The photographs should be usable for diverse audiences and have universal appeal.
- Attend briefings on the specific project and issues to be covered.
- Demonstrate a client-oriented approach, tact and ability to work with people of different cultural backgrounds.
- Ensure effective and efficient provision of services, full confidentiality in all aspects of assignment, management of information flow and follow-up on deadlines and commitments made.
- Ensure dignity of subjects, particularly in the context of children and vulnerable groups, including people living or affected by HIV and other special groups.
- Write succinct, well edited captions for all high-quality images (caption to be embedded in the images and shared separately as a word document as well).
- Ensure consent forms are signed by children and/or their guardians as per UNICEF guidelines.
- Work in close coordination with the assignment supervisor and/or communication and programme focal points.

Category 4. Video Production

Activities will include, but not limited to:

- Pre-production
 - Design/create concept for corporate videos.
 - Develop script with guidance from UNICEF, identify talent where necessary, identify and create roster of potential interviewees with guidance and input from UNICEF where necessary; identify and schedule locations for shoot/taping with guidance from UNICEF where necessary.
- Production
 - All video materials must be shot and exported as H.264 (MP4) 1080HD or higher.
 - All required files must be presented to UNICEF in the format outlined by UNICEF (will be provided).
 - Detailed shot list with useable footage highlighted and shared.
- Post-production
 - Editing the content of the video shot.
 - Mixing, mastering and (re)recording, and editing the soundtrack.
 - Adding visual effects – mainly computer-generated imagery (CGI), sound design, sound effects, ADR, Foley and music, colour grading (and colour correction) in a colour suite.
- Ensure UNICEF and/or partner branding is added where required.
- Document UNICEF programmes, keeping in mind culture, gender and other diverse sensitivities as per UNICEF guidelines. Videos should be usable for diverse audiences and have universal appeal.
- Ensure effective and efficient provision of services, full confidentiality in all aspects of the assignment, management of information flow and follow-up on deadlines and commitments made.
- Ensure dignity of subjects, particularly in the context of children and vulnerable groups.
- Ensure consent forms are signed by children and/or guardians as per UNICEF guidelines.

IMPORTANT: Vendors may submit proposals for the provision of services in all or some of the categories. All submissions should clearly identify for which category of services the vendor is quoting.

IV. DELIVERY AND REPORTING REQUIREMENTS

The vendor might receive project requests at any given time throughout the duration of the LTA, based on which separate contracts will be issued. Projects may vary in size, timeline, level and may require creativity.

Upon contracting the company, UNICEF should be treated as the most favoured customer and UNICEF requests will be given a priority amongst other customers.

V. LOCATION AND OFFICIAL TRAVEL INVOLVED

The primary location of the service is Georgetown. However, contracted service providers might be required to travel outside of Georgetown for specific events in which case the agency would make their own arrangements for travel and lodging, if required.

Travel will be determined on need-to basis. Travel will be pre-approved by the UNICEF team. UNICEF will reimburse travel costs (economy class, most economical direct flight and standard accommodations) based on documentation (receipts, boarding passes, tickets, etc.) submitted, with the limit for reimbursable cost being 10% above the estimated travel expenses. Travel costs shall be calculated based on economy-class travel, regardless of the length of travel. Costs of accommodation, meals and incidentals shall not exceed applicable daily subsistence allowance (DSA) rates, as promulgated by the International Civil Service Commission (ICSC).

VI. PROFILE, TECHNICAL BACKGROUND, AND EXPERIENCE REQUIRED

Overall requirement:

- Proposals will be considered from registered corporations, limited liability companies or proprietary companies only.
- Bidders must have proven experience in providing the required services. Provision of such services to United Nations agencies or entities, or to other international organizations with comparable organizational priorities and mandates is an asset.
- Bidders must have proven experience in providing services in humanitarian action and international development.
- Bidders must have capacity to work flexibly over weekends/evenings/holidays during key editorial windows as required.
- Ability to deliver efficiently and within the minimum timeframe to meet the needs for emergency.
- Fluency in English required.

VII. MANDATORY DOCUMENT REQUIREMENTS

The Proposal shall contain the mandatory documentation identified below. Bidders are requested to focus on the provision of relevant information and to limit the amount of marketing and “boilerplate” material.

IMPORTANT: PLEASE DETAIL SPECIFICALLY WHICH SERVICE CATEGORIES YOU ARE SUBMITTING YOUR PROPOSAL FOR.

1. Company profile and methodology

1.1. Background and capacity

Provide a brief general description of the organization submitting the proposal, including types of activities undertaken, size of the company and capacity.

1.2. Methodology, project management and quality control

The proposal should describe the organization’s methodology used to provide the services, including their approach to quality assurance, services outside of business hours, delays in timelines, correction of mistake and mitigation of risk in these areas. Please summarize the approach and please do not send attachments.

Describe the potential risks that may impact quality or timely completion of expected results. Describe back-up measures that are put in place to mitigate these risks.

Please provide the company portfolio that demonstrates the range of services and experience the company offers. The description should include the most compelling cases (maximum 3) showcasing company’s expertise in the service categories the company is bidding for.

2. Organizational resources and expertise

2.1. Resources and assignment of tasks

Describe the availability of resources in terms of personnel and facilities. Describe the structure of the proposed team/personnel, and the work tasks (including supervisory) which would be assigned to each. Special attention should be given to providing a clear picture of roles, responsibilities and accountability.

The contracted vendor must assign a project manager/focal point for each assignment.

2.2. Curricula vitae

Provide curricula vitae of the writers/copy editors/photographers/videographers who will be providing the services, either full time or part time. Highlight relevant academic qualifications, work experience, and specialized knowledge areas.

2.3 Business continuity plan

Please provide the business continuity plan for situations when the current staff members listed in point 2.2 becomes unavailable for future assignments with UNICEF and are to be replaced.

3. Experience and customer references
 - 3.1. Previous or current clients/projects

Please outline previous experience in providing the required services in humanitarian action and international development.

Bidders should include at least two (2) client references, along with a description of the services provided, as per the format provided in Annex I.

IMPORTANT: Items 1 to 3 will constitute vendor's Technical Proposal.

4. Financial proposal

For the purposes of cost comparison, bidders are to propose a fixed rate-card cost that is based on a minimum composition of a standard team comprising of personnel to handle the delivery of the service. Financial proposals are to be submitted using the template provided in Annex II. This should be quoted in Guyana dollars. Proposals submitted in any other format will not be considered.

The rate card will be used as a basis to create and calculate the costs of teams to undertake assignments. The exact composition of the team may be modified based on the requirements of the specific assignment as there may be cases where some of the resources are not required. Rates will be applicable over the duration of the LTAs. All costs should be indicated in GYD only.

Volume discounts, tiered pricing and other pricing variations are to be detailed in the Financial Proposal.

VIII. EVALUATION PROCESS AND AWARDS

Proposals will be reviewed following a three-step process:

1. An initial administrative check for completeness and compliance
2. Technical evaluation (80 points)
3. Evaluation of financial proposal (20 points)

A maximum of 80 points will be allocated to the technical aspects of the bids, with a further 20 points for the price component, for a maximum possible score of 100 points.

1. Administrative check

Proposals will first be reviewed for their completeness in terms of the information requested in the RFPS (Section VII) and their compliance with its requirements. Only proposals that successfully pass the administrative check will be subject to technical evaluation.

2. Technical evaluation (80 points)

The technical evaluation will consist of two phases:

Phase 1 – desk review (maximum 60 points): the proposals will be evaluated on the criteria outlined in Table 1 of this document. Only those proposals that score 40 points and above will be considered technically compliant and will proceed to Phase 2. All other proposals will be

disqualified.

Table 1: Technical evaluation: Phase 1 – desk review of proposals

	Points obtainable
1. Company profile and methodology	
1.1 Profile and capacity	5
1.2 Methodology, project management	5
1.3 Quality assurance procedures and risk mitigation	10
2. Organizational resources and expertise	
2.1 Resources and assignment of tasks	3
2.2 Curricula vitae – Qualifications, competencies and specialized knowledge areas of proposed personnel	12
2.3 Acceptability of the business continuity plan	5
3. Experience and customer references	
3.1 Clients/projects in humanitarian aid and international development	10
3.2 Client references	10
TOTAL POINTS OBTAINABLE:	60

Phase 2 – interview (maximum 20 points): qualifying proposers will be invited to an interview to further assess their proposals and validate the results of the desk review. A minimum of 20 points will be required for proposers to qualify for the financial evaluation. All other proposals will be disqualified for further evaluation.

3. Financial evaluation (20 points)

Proposals judged to be technically qualified will then be evaluated on their price quotations, which should be submitted in the format outlined in Annex II.

Price quotations will be awarded a relative score, with a maximum score allocated of 20 points.

4. Awards

The proposals obtaining the minimum 80 points and higher after adding the scores for the technical and financial offers are the proposals that offer best value for money and will be recommended for award of the LTA.

All proposals should be submitted to GUYSUR-Supply@unicef.org

Annex I

Please provide the following contact information for each client reference submitted:

(Please expand the form if needed)

Reference 1

Company Name:	
Contact Name and Title:	
Phone:	
E-mail:	
Address:	
Industry/Market Sector (private, public, non-for profit).	
Detailed description of the actual services provided by your company (i.e. types, geographical coverage etc).	
Duration of the services (months):	
Start date (month/year):	
Completion date (month/year):	
Protocol to follow by UNICEF for making contact.	

Reference 2

Company Name:	
Contact Name and Title:	
Phone:	
E-mail:	
Address:	
Industry/Market Sector (private, public, non-for profit).	
Detailed description of the actual services provided by your company (i.e. types, geographical coverage etc).	
Duration of the services (months):	
Start date (month/year):	
Completion date (month/year):	
Protocol to follow by UNICEF for making contact.	

Reference 3

Company Name:	
Contact Name and Title:	
Phone:	
E-mail:	
Address:	
Industry/Market Sector (private, public, non-for profit).	

Detailed description of the actual services provided by your company (i.e. types, geographical coverage etc).	
Duration of the services (months): Start date (month/year): Completion date (month/year):	
Protocol to follow by UNICEF for making contact.	

Note: UNICEF reserves the right to contact each client reference provided by the bidder. It is bidder's responsibility to ensure that the contact details provided above are accurate and to ensure that the client will be responsive to UNICEF's inquires.

Note: Failure to include all the requested information may result in bidder's submission being viewed less favourably. Please provide additional documentation if required.

**ANNEX II
FINANCIAL PROPOSAL**

Proposer's Company Name:

Category	Rate per hour/day (as applicable)	% Discount (if applicable)	Final Rate	Comments
Writer				
Copy Editor				
Photographer				
Videographer				