

## TERMS OF REFERENCE (TOR) FOR INSTITUTIONAL CONTRACTORS

### National Institutional Consultancy for video production

#### 1. Background and context

Through advocacy and communication, UNICEF reinforces its position as a relevant, dynamic partner and a leader in child rights advocacy. It promotes evidence-based policies and interventions to improve the lives of the country's most vulnerable children, solutions to persistent bottlenecks in achieving child rights, and child-friendly social norms to combat stigma and discrimination.

For this purpose, UNICEF adopts strategies to mobilize the support of decision-makers, opinion leaders, partners, stakeholders and the public around action for children.

Appropriate communication tools to support advocacy and communication include a range of print, mass and social media tools, partnership and capacity development, behaviour change communication, web-based materials, interpersonal communication, media events and participation of children and young people.

Professional video coverage and edited video material is an essential part of UNICEF Montenegro external communication. It is used for sharing our messages with TVs and online news portals, for different social media campaigns, human interest stories, fundraising, various events, etc.

With a view to supporting UNICEF external communication, UNICEF publicly invites all interested national consulting agencies to send applications for providing video production services.

Throughout the 3-year (2025-2028) period (with a possible 2-year extension), the selected consulting agency will be contacted for different video production tasks depending on the needs of UNICEF Montenegro.

#### 2. Purpose and Objective(s)

The purpose of the consultancy is to provide technical assistance for video production for different audiences and purposes for UNICEF Montenegro as per the need throughout 2025-2028.

#### 3. Methodology and Technical Approach

The consulting agency will work closely the UNICEF comms team consisting of the Communication Specialist and Communication Officer.

A detailed work plan with time frame will be developed and agreed with UNICEF comms team.

Each task will go through a process consisting of several rounds of consultations with UNICEF for each stage mentioned explained below:

- The consulting agency provides all necessary video production equipment and, on completion, agrees to provide video material online and/or on external hard drive to UNICEF Montenegro Office as soon as possible
- When needed, the consulting agency is responsible for finding volunteers – children and adults willing to be included in the UNICEF video materials. Most of the time, UNICEF will help in this part when the filming is about children and parents benefitting from initiatives supported by UNICEF.

- UNICEF Montenegro Office has first selection rights to all video materials taken on this assignment, with concomitant world rights to the selected video material in perpetuity. All video material is property and copyright of UNICEF including the ones that UNICEF does not select.
- Together with the photos, the agency is to submit video release forms signed by parents or legal guardians of children under the age of 18 to UNICEF Montenegro Office
- Videos will be taken in all parts of Montenegro depending on the needs of UNICEF Montenegro throughout the year
- Design/graphics/animations to be developed and included in videos when needed for social media/other kinds of promotional videos with different key messages for various audiences as per the instructions provided by UNICEF (in line with UNICEF brand book, in English and Montenegrin as needed)
- Production of the human-interest video stories and short videos for social media and website for UNICEF Montenegro website, short videos for fundraising opportunities, events, internal communication when needed, etc. in line with instructions provided from UNICEF
- Preparation and implementation of workshops on video production, cut-editing, animations, mobile journalism, digital storytelling, AI/digital/media/video literacy for UNICEF volunteers – young reporters and other audiences if needed

**UNICEF will support the consulting agency with:**

- Briefing and detailed explanation of the kind of video material needed and help in defining the best contents for videos for different purposes
- Video release forms
- UNICEF key messages
- UNICEF brand book and other relevant communication/video guidelines
- Possibly assistance in acquiring access to specific locations (schools, etc.) in the form of a letter confirming that the cameraperson-s/journalist are on an assignment commissioned by UNICEF

**4. Key Deliverables and Timeframe**

Videos and workshops for UNICEF young reporters - volunteers and other audiences organized for UNICEF Montenegro according to the needs and time schedule defined for each requested service throughout the 3-year period (September 8, 2025 – September 8, 2028).

Detailed list of potential activities and tasks is included under Section 8. Evaluation of proposals related to financial part.

**Duration: 36 months:** September 8, 2025 – September 8, 2028, with possibility for extension for an additional 2-year period subject to satisfactory performance.

**5. Management and Organisation**

**Management:** The Contractor will be supervised by the UNICEF Communication Specialist.

**Organization:** National Institutional consultancy is required for this consultancy.

**Schedule:** This assignment will commence on September 8, 2025.

**Payment schedule:** The payments will be made upon successful completion of every single request defined as a deliverables and submission of invoices.

UNICEF recourse in the case of unsatisfactory performance: UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines.

## 6. Qualifications and Background

- Minimum of 5 years of experience in producing videos on child rights/human rights issues for social media, website, public events and campaigns
- team of experts in fields required for the job - CVs of team members to be provided:
- At least 2 camerapersons with at least five years of experience in video production and cut editing related to child/human rights
- At least 2 journalists with at least five years of experience in journalism related to child/human rights
- 1 designer with a Bachelor in Design/Animation/AI design, video production or similar
- Ability to produce requested material in harmony with UNICEF brand book
- Creativity, originality, punctuality, high level of organization and efficiency
- Experience in making videos of children for similar purposes or cooperation with UNICEF is considered an advantage.

### Minimum technical requirements:

- Professional TV equipment for video recording in both SD and full HD standard;
- Ability to produce a package with the following components for each story as per UNICEF specifications:

- 1) Split cut piece
- 2) B-roll selects (at least 5 minutes) and b-roll shotlist
- 3) Script and shortlist with full names, ages and titles of each character in the story
- 4) 16:9 HD1080. 25FPS or 50FPS, as well as i 4K/ 4096x2160 50FPS, 4K 3840x2160 50FPS
- 5) Ability to export the video with the following compression: H.264 video at 15000kbps; AAC Audio at 256kbps
- 6) Audio Tracks: A1: Narration. A2: Natural sound. All soundbites should be on the natural sound track
- 7) There should be no lower thirds and no graphics.

- Fully equipped camera kit(s): Professional camcorder with shotgun microphone, camera tripod, camera light, dynamic microphone with tripod, wireless microphones set, wide changeable lenses, batteries, SD card/hard drive, AC adaptor, camera case. Any equipment additional to the above listed (Extra lights, more lenses, crane, video and audio filters, phantom powered mics, etc..) will be considered as an advantage;
- Professional software for editing video - in range of Adobe Premiere, Final Cut Studio, Edius, or equivalent software;
- Professional software for 2D and 3D animations and special effects - in range of Adobe After Effects, LightWave, Maya, 3DS MAX 7 or equivalent software;
- Professional software for editing audio - in range of Sound Forge, Adobe Soundbooth, Pro Tools, or equivalent software;
- Ability to export/deliver video in any of required formats: .AVI, .MPEG2, H.264 i.e. .MPEG4, Windows Media Video .WMV, .MOV, .MKV, Flash video format .FLV, VOB;
- Ability to produce video content in 16:9 aspect ratio, 9:16 aspect ratio, 1:1 aspect ratio, 5:4 aspect ratio
- Ability to convert video and audio into required format(s);
- Ability to upload all video materials to UNICEF web-cloud folder in a timely and organized manner;
- Ability to produce video contents both in PAL and NTSC standards;

- Ability to produce streaming video contents for broadcasting on different platforms (internet, tablets, mobile devices, etc.);
- Ability to produce broadcasting-ready TV piece (TV feature, documentary, interview, etc..) upon client's inputs;

## 7. Content of Proposals

The potential contractors are expected to submit a proposal (Technical and Financial) based on these Terms of Reference.

### A) Technical Proposal should contain:

- Profile and portfolio of the consulting agency with information about previous experience with similar projects and clients – examples of similar work of video production related to child/human rights;
- Structure of the team - qualifications and experience of team members – CVs of team members should be included;
- Production lead time expressed as the number of hours and Reference contacts;
- List of available equipment
- LRPS form signed

### B) Financial Proposal should contain:

- Separate prices related to the tasks described below:

#### DESCRIPTION OF THE REQUIRED SERVICES:

	Service description	Price in EURO
1	Professional video coverage (video recording and video editing) of various UNICEF events with <b>one cameraman</b> lasting <b>up to two hours in Podgorica</b> and sharing the edited video material (up to 5 minutes package) to UNICEF web-cloud folder 1 hour after the event	
2	Professional video coverage (video recording and video editing) of various UNICEF events with <b>two cameramen</b> lasting <b>up to two hours in Podgorica</b> and sharing the edited video material (up to 5 minutes package) to UNICEF web-cloud folder 1 hour after the event	
3	Professional video coverage (video recording and video editing) of various UNICEF events with <b>one cameraman</b> lasting <b>more than two hours in Podgorica</b> and sharing the edited video material (up to 5 minutes package) to UNICEF web-cloud folder 1 hour after the event	
4	Professional video coverage (video recording and video editing) of various UNICEF events with <b>two cameramen</b> lasting <b>more than two hours in Podgorica</b> and sharing the edited video material (up to 5 minutes package) to UNICEF web-cloud folder 1 hour after the event	
5	Professional video coverage (video recording and video editing) of various UNICEF events with <b>one cameraman</b> lasting <b>up to two hours outside of Podgorica</b> and sharing the edited video material (up to 5 minutes package) to UNICEF web-cloud folder 1 hour after the event	
6	Professional video coverage (video recording and video editing) of various UNICEF events with <b>two cameramen</b> lasting <b>up to two hours</b>	

	<b>outside of Podgorica</b> and sharing the edited video material (up to 5 minutes package) to UNICEF web-cloud folder 1 hour after the event	
7	Professional video coverage (video recording and video editing) of various UNICEF events with <b>one cameraman</b> lasting <b>more than two hours outside of Podgorica</b> and sharing the edited video material (up to 5 minutes package) to UNICEF web-cloud folder 1 hour after the event	
8	Professional video coverage (video recording and video editing) of various UNICEF events with <b>two cameramen</b> lasting <b>more than two hours outside of Podgorica</b> and sharing the edited video material (up to 5 minutes package) to UNICEF web-cloud folder 1 hour after the event	
9	Cut-editing – price per hour	
10	Professional speaker to read the voice-over in Montenegrin for all videos – price per minute	
11	English native speaker to read out the voice-over in English for all videos – price per minute	
12	Subtitling – price per title (two lines)	
13	Graphics and animations in Adobe After Effects or similar software (for making intro and ending tags, graphics, trailers, etc.)- price per second	
14	Designer to support video graphics and animations – fee per day	
15	Music editor to support selection of music copyright free or with payment of copyright for different videos – fee per day	
16	Journalist to support production of the video scenario, cut-editing, conducting of interviews and selection of quotes for media/social media, transcribing soundbites, etc. – fee per day	
17	Design/preparation and implementation of workshops on video production, cut-editing, animations, AI/digital/media/video literacy, journalist support to video production, mobile journalism, social media video/digital storytelling, and similar for UNICEF volunteers – young reporters, teachers, video producers, journalists or similar – fee per day for a <b>national trainer</b>	
18	Design/preparation and implementation of workshops on video production, cut-editing, animations, AI/digital/media/video literacy, journalist support to video production, mobile journalism, social media video/digital storytelling, and similar for UNICEF volunteers – young reporters, teachers, video producers, journalists or similar – fee per day for an <b>international trainer</b>	

b) **Estimated travel costs for both international and in country travel, for national and/or international expert trainer where applicable.** Daily subsistence allowance (DSA) will, where applicable, be paid up to a maximum of the official UN rate. (Reimbursement of travel costs/accommodation expenses will be based on actual expenses).

## 8. Proposal Evaluation

THE PROPOSALS WILL BE EVALUATED AGAINST THE FOLLOWING CRITERIA:

A) Technical evaluation - Maximum points: 70

	<b>Technical Proposal Evaluation Form</b>	<b>Max. Points Obtainable</b>
<b>1</b>	<b>Relevant experience in similar type of work</b>	<b>30</b>
<b>1.1</b>	Number of customers, scope of work	15
<b>1.2</b>	Samples of previous work	15
<b>2</b>	<b>Organisational and technical capacity of the applicant</b>	<b>33</b>
<b>2.1</b>	Key personnel: Relevant experience and qualifications of the proposed team for the video production assignments	15
<b>2.2</b>	Production lead time expressed as the number of hours	9
<b>2.3</b>	Client references	9
<b>3</b>	<b>Company policies</b>	<b>7</b>
<b>3.1</b>	Company policy on Child labor, Safeguarding and Prevention of Sexual Exploitation and Abuse (articulate policies for the protection & safeguarding of children and prevention of PSEA)	3
<b>3.2</b>	Gender component: At least 1 female in the management structure or ownership of the company	2
<b>3.3</b>	Workplace policies on disabilities	2
	<b>Total</b>	<b>70</b>

### B) Financial proposal (Budget) – Maximum points: 30

- Technical proposal evaluation. Proposals passing the minimum technical pass score (49 points- 70% of the maximum points obtainable for technical proposal) will continue into the financial proposal evaluation.
- Financial proposal evaluation. The lowest price proposal will be awarded the full score assigned to the commercial proposal.
- Recommendation. The recommendation for award of contract will be based on best combination of technical and financial score.
- Final award and contracts. Based on verified nominations and final scores, contract negotiations could be initiated with one or more successful Proposers.

**The UNICEF evaluation team will select the Proposal which is of high quality, clear and meets the stated requirements and offers the best combination of technical and financial score.**