1. BACKGROUND AND JUSTIFICATION:

While past generations of children have accessed information and expressed themselves through traditional media, such as through radio and written publications, the digital era brings new opportunities of information access and means of expression using digital media platforms including social media channels. The rights specified in the Convention on the Rights of the Child, such as the right to be heard and taken seriously (Article 12), the right to freedom of expression (Article 13), the right to assembly (Article 15) and the right to access information (Article 17) can all be exercised in the digital sphere. These rights recognize the potential of digital technologies to amplify freedom of expression and expand access to information.

According to the Management Information System (MIS) Report by the Nepal Telecommunication Authority (NTA) published in January 2020, more than 71 per cent of the total population in Nepal use the Internet. The report indicates that 78 per cent of Internet users surf the Internet on their mobile devices. Facebook is the most popular social media platform in Nepal and it has more than 10 million users in Nepal.

With the popularity of social media platforms such as Facebook, Twitter, Instagram, Tiktok and messaging applications such as WhatsApp, Viber, Facebook Messenger, etc. and easy access to the web portals, children and adolescents are at the risk of cyberbullying, online harassment, trafficking, morphing and exploitation. Digital media tools come with risks to those children themselves, their parents, guardians, communities, professionals, the private sector and state duty-bearers need to recognize, assess and minimize as much as possible. This must be done in a way that respects the balance between protecting children on the one hand while respecting and building their capacity to make age-appropriate autonomous decisions on the other.

The Internet has many scams, and those who perpetrate them are increasingly sophisticated. Fake job offers, friends in distress abroad, promises of quick money, phishing – the list goes on and on. The potential to succumb to a scam online is great, and it's a peril we all face. Building a better Internet means trusting your instincts and doing your research. Avoid potentially harmful situations like meeting someone you ‘met’ online alone and in a desolate place and without telling a trusted adult. And make sure to support others in doing the same. In addition, majority of children in the digital age are growing up as natives of a digital environment that is saturated with misinformation and so-called ‘fake news,’ which undermines trust and engagement with institutions and information sources.

UNICEF globally has the focus on ending violence against children online. Leveraging UNICEF’s Global Programme to Build Capacity to Tackle Online Child Sexual Exploitation and the work on digital citizenship and youth engagement, UNICEF Nepal together with the government, Facebook, civil society organizations and private sectors launched #Net4Good campaign in 2017 to prevent children from online abuse and sexual exploitation. This included the protection of children from violence, sexual exploitation and abuse facilitated through information and communication technologies (ICTs). This digital push also paved the way to the use of the Internet and social media for better cause so that it can be used for income generation, career boost, social cause, etc. A one-day-long fair on online safety kicked off the campaign in 2017 followed by training of trainers and in-person training to nearly 20,000 young people. A total of five videos on digital safety and use of Internet for good cause were produced and disseminated through social media reaching more than 4 million people. In addition, a training manual on online safety was prepared and endorsed by the Nepal Telecommunication Authority to enable trainers to follow a standard training package to roll out the training package on #Net4Good. The key highlights of the campaign are available at
TERMS OF REFERENCE: A CREATIVE AGENCY TO PRODUCE FIVE SHORT FILMS ON DIGITAL SAFETY


UNICEF Nepal plans to launch #Net4Good 2.0 together with children and adolescents, governments at different tiers, regulatory authority, law enforcement bodies, social media companies such as Facebook, telecom operators and Internet service providers, various information and communication technology companies, civil society organizations and other stakeholders to create a safer digital space for children and adolescents.

UNICEF is looking for a creative company to produce five short films on some key areas of #Net4Good including misinformation, digital citizenship, etc. which will be used for wider dissemination among public through social media as well as will be used as resource material for trainings and other public events. The detailed scope of work is outlined below.

2. OBJECTIVE:

Produce five short films (4-6 minutes each) on some key areas of #Net4Good package including misinformation, digital citizenship, etc. which will be used for wider dissemination among public through social media and as resource material for trainings and other public events.

3. SCOPE OF WORK:

The company will provide technical and related human resources service for the completion of the above goal by completing following tasks:

Key activities:

- Develop and submit a work plan to fulfil the objective.
- Hold an inception meeting/a workshop in Kathmandu with UNICEF and partners to brainstorm on various issues related to the online safety issues those can be translated into short films
- In close collaboration with UNICEF communication, C4D and child protection sections develop concept, scripts and storyboards for the five films.
- Design, propose and carry out the field testing of the draft concept and script with relevant target groups
- Incorporate the feedback of the field-testing activities and submit the revised materials for final approval by UNICEF prior to the shoot.
- Submit first rushes of the films to UNICEF and participate in the feedback discussion with relevant UNICEF teams.
- Carry out field testing of the final version with the relevant target group and incorporate the feedbacks in consultation with UNICEF to finalize the films.
- Submit full HD widescreen final films to UNICEF
- Hold a final meeting with UNICEF on outcomes of assignment along with sharing experiences and learnings for future.
TERMS OF REFERENCE: A CREATIVE AGENCY TO PRODUCE FIVE SHORT FILMS ON DIGITAL SAFETY

4. **DURATION:**
1 April – 20 June 2020

5. **WORKING LOCATIONS:**
Kathmandu Valley (urban and rural areas to film and field test)

6. **DELIVERABLES:**
1. Develop a realistic work plan with timeline to fulfil the objectives of the assignment
2. Develop an overall concept as well as five scripts and storyboards
3. Design, propose and carry out the field testing of the films concept with various target group
4. Shoot, edit and produce five short films that support #Net4Good campaign in promoting online safety among children.

7. **PROPOSED PAYMENT SCHEDULE:**

<table>
<thead>
<tr>
<th>Description of Deliverables</th>
<th>Target Delivery Date</th>
<th>Estimated Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission of implementation plan</td>
<td>10 April 2020</td>
<td>10%</td>
</tr>
<tr>
<td>Upon finalization of the overall concept and five scripts and storyboards</td>
<td>30 April 2020</td>
<td>10%</td>
</tr>
<tr>
<td>Upon submission of the first draft of the videos</td>
<td>20 May 2020</td>
<td>15%</td>
</tr>
<tr>
<td>Upon submission of the revised videos following the field testing and incorporation of feedbacks</td>
<td>10 June 2020</td>
<td>25%</td>
</tr>
<tr>
<td>Upon submission of final videos</td>
<td>20 June 2020</td>
<td>40%</td>
</tr>
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</table>

8. **CONTRACT SUPERVISION:**
The entity will work under day to day guidance from the Communication Officer under the leadership of the Chief of Communication.

9. **QUALIFICATIONS AND EXPERIENCE REQUIRED:**
The successful institution should possess:

- At least five years of proven experience in visual production.
TERMS OF REFERENCE: A CREATIVE AGENCY TO PRODUCE FIVE SHORT FILMS ON DIGITAL SAFETY

- Demonstrated previous experience of similar assignments. Please submit sample of two previous works carried out in the last two years.
- Key personnel (director, script writer, camera person, soundperson and editor) allocated to this project should have at least five years of proven experience in their relevant sectors. Same individual performing multiple roles is not acceptable.
- Working experience in child protection-related content production is desirable.

10. APPLICATION AND EVALUATION PROCESS:

Each proposal will be assessed first on its technical merits and subsequently on its price. In making the final decision, UNICEF considers both technical and financial aspects. The Evaluation team first reviews the technical aspects of the offer, followed by review of the financial offers of the technically compliant vendors. The proposal obtaining the highest overall score after adding the scores for the technical and financial proposals together, that offers the best value for money will be recommended for award of the contract.

The Technical Proposal should include but not be limited to the following:

- **Methodology and Innovation (25)**
  Detailed Methodology / approach to requirement detailing how to meet or exceed UNICEF requirements for this assignment. The methodology should also include proposed production ideas as well as specific field testing methodology.

- **Presentation on the proposal and overall concept (10)**
  The bidding companies will require to give a presentation of the proposal after the submission. UNICEF will contact for further details.

- **Company Profile (5)**
  Ensure to include information related to the experience of the company as required and outlined in item 10 of this document.

- **References (5)**
  Examples of similar assignments undertaken in last three years including the following information:
  - Title of Project
  - Year and duration of project
  - Scope of Project
  - Outcome of Project
  - Reference / Contact persons

- **Work Plan (10)**
  Proposed work plan showing detailed sequence and timeline for each activity.

- **Team Composition (15)**
  Title and role of each team member. Please include portfolios of the key personnel.
TERMS OF REFERENCE: A CREATIVE AGENCY TO PRODUCE FIVE SHORT FILMS ON
DIGITAL SAFETY

- CVs
  CVs of each team member (including qualifications and experience). Please include CVs of event coordinator and video producer, etc.

- Any project dependencies or assumptions

The Financial Proposal should include but not be limited to the following:

Bidders are expected to submit a lump sum financial proposal to complete the entire assignment based on the terms of reference. The lump sum should be broken down to show the detail for the following:

- **Resource costs**
  Daily rate multiplied by number of days

- **Any other costs (if any)**
  Indicate nature and breakdown

- **Copy of the company registration**

- **Recent Financial Audit Report**
  Report should have been carried out in the past two years and be certified by a reputable audit organization.

Bidders are required to estimate travel costs in the Financial Proposal. Please note that i) travel costs shall be calculated based on economy class fare regardless of the length of travel and ii) costs for accommodation, meals and incidentals shall not exceed the applicable daily subsistence allowance (DSA) rates, as propagated by the International Civil Service Commission (ICSC). Details can be found at [http://icsc.un.org](http://icsc.un.org)

11. **EVALUATION WEIGHTING CRITERIA:**

Cumulative Analysis will be used to evaluate and award proposals. The evaluation criteria associated with this TOR is split between technical and financial as follows:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>Technical (To be technically qualified, the company will require to score 49)</td>
</tr>
<tr>
<td>30%</td>
<td>Financial</td>
</tr>
<tr>
<td>100%</td>
<td>Total</td>
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