



ANNEX B- TERMS OF REFERENCE
Production of communication, advocacy and fundraising materials
LRPS-2023-9181372 Video Materials Production

UNICEF is seeking highly-qualified firms and/or professionals with significant knowledge and experience in the production of communication and fundraising materials (videos, audio spots, written stories, exhibitions, drawings, etc.) for documenting UNICEF work

Purpose	Production of innovative communication materials (videos, audio spots, written stories, exhibitions, drawings, etc.) to reflect UNICEF work: programmes, activities and events
Location	Bucharest, Romania Office / programme communities etc.
Duration	2 years with possibility of extension to 4 years
Expected start date	Upon demand
Reporting to	Communication and Fundraising Manager
Budget	RR/OR

Background

UNICEF is present and active in Romania and in 190 countries and territories to help children survive and thrive, from early childhood through adolescence. In Romania, UNICEF works closely with key stakeholders such as the Government, Parliament, local authorities, civil society, the private sector, national and international partners, and the media to provide all children with access to quality early and school education, to protect adolescents, monitor child rights, to ensure social protection and leverage resources for children.

Justification

UNICEF is a world leading organisation known for sharing knowledge and best practices. Over the course of time UNICEF, together with its partners, have developed local models in social protection, education and health areas, and adolescents' protection to improve children lives.

To document different types of interventions and events and to share best practices, the need for creating communication materials such as (but not limited to) short videos, audio spots, written stories, exhibitions, drawings, etc. with a specialised production company with good understanding of social issues and capacity to produce high quality innovative materials, was identified.

In this context, UNICEF is looking to contract firms and/or professionals proficient in developing creative concepts for campaigns, writing scripts, documenting, filming, directing, editing and producing communication materials such as (but not limited to) video products, audio spots, written stories, exhibitions, drawings, animations etc on UNICEF programmes, activities and events, and fundraising initiatives. Communication materials will be of various duration and size. They must be adjusted to the target audiences and the experts' terminology must be translated in a simple, easy-to-understand language, respecting and promoting children rights. If needed, the materials will include designing of graphics and/or other animated features, to present UNICEF results in a straightforward, creative manner.

At the same time, the communication materials must be creative, in line with the highest visual and technical standards and with the latest technologies and techniques, in a viewer-friendly concept. The communication materials will be published on UNICEF Romania's website and social media channels, distributed to UNICEF Headquarters, Regional Office, media, national and international partners at both Government and Parliament levels, NGOs, etc.

Relevant background documents will be shared by UNICEF Romania in order to have a clear view of the situation of children, models and results.

Specific Tasks:

- design, test and produce creative concept for video and other communication materials upon request;
- develop creative concepts for campaigns, write scripts, document, film, direct and produce communication materials such as (but not limited to) video content, animations, audio spots, written stories, exhibitions, drawings about UNICEF programmes, activities and events and FR initiatives;
- design and develop fundraising and stewardship (FR) products, with the aim of acquiring new pledge (monthly) donors and retaining existing donors. The FR products will communicate UNICEF work according to the target audience, communication channels (digital, mobile, offline, TV etc.), and incorporate an ask for a pledge donation.
- adjust experts' terminology to the target audience;
- write scripts and treatments for the videos;
- direct and film activities and events;
- produce, upon request, story boards, info graphics, facto graphics, other graphic materials including drawings and animations;
- editing and post-production activities (voice over, music, graphics etc.);
- conduct brief interviews with UNICEF staff, authorities, children and families, UNICEF National Ambassadors, high profile supporters, other stakeholders, upon request;
- transcripts of video materials, upon request;
- subtitling in Romanian and English, other languages, upon request;
- rights clearance (i.e. music rights, photo rights etc).
- retrieve video and photo materials from archives if necessary.

Expected deliverables:

- Video materials (Vertical, horizontal, square), audio spots, animations (first cuts, final edits, and raw materials) etc;
- Written stories, exhibitions, drawings etc.
- Fundraising and stewardship products adjusted to various audiences and communication channels, promoting UNICEF work with an ask for a pledge /one off donation.

Actions documented

Communication materials - videos, audio spots, written stories, exhibitions, drawings etc. are expected to capture children in the process of learning and playing, children doing their homework, interacting with their siblings and parents or doing house chores, interviews with authorities, professionals, families in their working or living environments, National Ambassadors for UNICEF in Romania or program implementing partners visiting families. It is important to create the stage for empathetic and respectful conversations and to stimulate and capture genuine interactions.

The purpose of the interactions and of the content is to document UNICEF models, reflect the impact and results in the life of the most vulnerable children and their families and support UNICEF's mission of helping children survive and thrive, from early childhood through adolescence.



At the same time, re-enacting of different scenarios may be applied to reflect themes as: discrimination, segregation, inequities. For these situations, the production company will need to work with actors and select props in order to deliver the communication material.

Examples of activities generally documented:

- visits of National Ambassadors for UNICEF in Romania in a community;
- visits of national and international officials to observe the models and express points of view;
- general presentation of activities in communities or schools for donors and supporters.

Here below is a series of video examples:

<https://youtu.be/SSzkJlhWcck>

<https://youtu.be/N3gpacl95yc>

<https://www.youtube.com/watch?v=9mL4idodRDg>

https://www.youtube.com/watch?v=P_Q9tMP399w

<https://www.youtube.com/watch?v=VOyKXwZh0xk>

<https://youtu.be/RuKc03l8V74>

<https://www.youtube.com/watch?v=CkDy7-EulbM>

<https://www.youtube.com/watch?v=Kx4TS4z6rDA&t=24s>

<https://www.youtube.com/watch?v=wlqRq1q3AN0>

The communication materials - videos, audio spots, written stories, exhibitions, drawings, etc. will also illustrate other UNICEF activities, such as face-to-face fundraising, the job of UNICEF fundraisers and any other materials as requested by the organization.

Locations

The assignments require frequent travels outside Bucharest. Usually, locations are provided by UNICEF and the organization facilitates access (some examples are school areas (interior + exterior), homes of some of the most vulnerable children and their families (interior + exterior), city halls and other public administrative areas (interior + exterior).

On some occasions, other locations may be required (ex. on the street, in the park, private places). Selected firms and professionals can search for locations in agreement with UNICEF. UNICEF will support selected companies to obtain clearance (sign letters of request, etc.).

Tone of voice and style

The tone of voice will be realistic, with empathetic, emotional, uplifting and even humorous accents. The narrative style could, without limitation, build on and alternate between cinematic documentary, reportage, or reality bits, depending on the material in question.

The technical (equipment + lighting + sound) solution and the style proposed by the selected applicant will reflect the understanding of the context as well as of the interpersonal communication particularities of the documented topic. Often people whose stories are documented display emotions such as sadness, embarrassment, joy or confusion.

The purpose of the materials is to present sympathetically and convincingly the issues that most vulnerable children and their families are confronted with and generate support for them and the documented initiatives as well as a better understanding of the solutions proposed and implemented by UNICEF. The selected applicants will perform the editing and directing of the produced content, within the boundaries of responsible and ethical reporting. UNICEF staff will provide relevant safeguarding information and insights on a case-by-case basis and feedback.

Schedule for filming

Documenting for the communication material (including filming, photography) generally takes place during the day, with occasional lighting constraints indoors (e.g. in visited homes).



For a video filmed on location in a family home, the schedule could generally allow for a limited segment on one day for researching and preparation and filming in another limited segment the following day. The crew will always be accompanied by UNICEF staff and professionals. Usually, preparation will be needed at least one day / one field trip before filming.

Graphics

The branding elements will be made available, such as billboard in and out, lower third, etc., with possible necessary elements to be designed as needed.

Qualifications

- at least 5 years of experience (in producing videos/documentaries/audio spots/written stories/ exhibit/drawings, etc., including experience in documenting social issues in Romania in a sensitive, innovative and ethical manner respecting child rights when filming);
- demonstrated ability to meet deadlines and quality standards;
- credentials and recommendations are required (examples of video/audio winning national and international awards or with demonstrated results or a high reach);
- experienced production team: producer, Director, DOP, cameraman, etc. (video reel of Director and DOP is requested), writer, other artists;
- flexibility in responding to the needs of the contracting agency;
- excellent skills in English and Romanian;
- experience with international organizations, UN Agencies is an asset.

General conditions: procedures and logistics

The contractor will work outside UNICEF premises, except for convened meetings.

UNICEF will identify people for interviews, identify families, communities and institutions and facilitate contact with them. UNICEF staff will accompany production companies in field visits.

Due to the fact that UNICEF will create a Roster for the production materials, several firms and professionals will be selected.

Standard procedures in the delivery of the products

- The first edited version will be delivered in max. 48 hours from the filming/order date, depending on the complexity of the materials and in prior agreement with UNICEF. The revisions and final materials will be delivered in max. 48 hours from the feedback sent by UNICEF.
- Copyright of communication materials (videos, audio spots, written stories, exhibitions, drawings, etc.) and all raw materials belong to UNICEF.
- All materials in support of the implementation of the task will be provided by UNICEF office upon assignment of the specific tasks.
- In case of late delivery of services and unsatisfactory performance of the Contractor, UNICEF may refuse to accept delivery of all or part of the services and claim liquidated damages as per UNICEF Special Terms and Conditions.

Emergency procedures in the delivery of the products

In the event of natural or manmade emergencies the Contractor understands and agrees to deliver any required material within the emergency deadlines requested by UNICEF.

Timeframe and duration of the assignment

The selected contractor shall be working under UNICEF Contract for Services for a period of two years and upon evaluation, the contract may be extended for two years. Before signing a contract for two years, the firm or the professional will work on trial basis for one communication project (the project will be paid according to received quotations).



Remuneration

Payments will be made within 30 days, based on invoice and after delivery of final video and all raw materials. The contractor will be paid based on the submitted deliverables.

Monitoring and evaluation of the assignment

The contractor shall report and work in close cooperation with the Communication and Fundraising Section and Programme Specialists.

Requirements:

Interested firms or professionals should send previous work, communication materials, CVs of staff who will work with UNICEF and recommendations until **March 22nd 2023.**

Financial offer should include (price in EUR, exclude VAT)-**please use ANNEX E:**

- cost for creative concept of a campaign including exhibition;
- cost for creative concept/script of Public Service Announcement (PSA) of 30-60 seconds;
- cost/day for Film Director;
- cost/day for filming with one, 2 and 3 cameras including DOP;
- cost/hour for editing video/audio material (for example refining sound, enhancing colours etc.);
- cost/minute for subtitling;
- transcript cost per minute of video;
- cost for storyboard/script and drawings;
- cost for treatment;
- cost per simple graphics
- cost per complex graphics;
- cost per transforming video materials in different formats;
- cost per hour of Producer
- emergency fee as a percentage in case of crises or disasters and the production needs to be done in 24 hours

Any firm or professional failing to provide all the above required quotations will be disqualified. UNICEF will make the selection based on the above documents. Professionals or firms able to provide all or part of the services/deliverables mentioned above will be considered for the selection process.

They will be contracted for some or all the above requirements depending on the needs of the organization.

Logistics costs – travel, food and accommodation – will be covered by UNICEF or will be invoiced separately (if agreed prior to the field trip) or paid directly by UNICEF through partner travel agencies.