

## Terms of Reference

### Long Term Arrangement for Institutional Contractor on Creative Visual Services

#### I. Background

UNICEF Viet Nam is one of more than 190 offices of the United Nations Children's Fund globally and part of the United Nations system in Viet Nam working in close collaboration with the Government and all UN agencies in the country. Guided by the Convention on the Rights of the Child, UNICEF has a universal mandate to promote and protect the rights of all children, everywhere – especially those hardest to serve and most at risk.

As a trusted and strategic development partner, UNICEF has been active in Viet Nam since 1975 improving the lives of children and their families. The first country in Asia and the second globally to ratify the Convention on the Rights of the Child in 1990, Viet Nam and its children today face new and emerging challenges following a sustained and dynamic period of economic and development growth. In response, UNICEF is working with the government and partners to reduce disparities and bring about an inclusive, non-discriminatory and caring society that protects the rights of Viet Nam's 26 million children, including the most marginalized and vulnerable.

Over the next few years, and in support of the Sustainable Development Goals' 2030 agenda, UNICEF Viet Nam plans to implement a number of inspiring campaigns and programs. Increasingly, these require creative and innovative production of communication, advocacy and visibility materials, including but not limited to design packages, photo packages, animation films and short films that highlight UNICEF related initiatives. These packages will be disseminated through different channels including website, media and social media networks, partner and government networks and donor reports.

To meet this requirement, UNICEF would like to enter into a Long Term Arrangement (LTA) with international and local agencies that have their office based in Viet Nam to engage our diverse audiences and elevate the important work of our mission for every child.

#### II. Objective

To support our communication, advocacy and visibility efforts with legislatures, policy makers, media, donors, partners and the public at large, UNICEF Viet Nam aims to set up the LTA to facilitate and expedite the process by which UNICEF Viet Nam will hire the services for videography, animation video production, photography and graphic design.

#### III. Description of services

Qualified service providers/contracted agencies are required to provide one or all services under the following categories:

##### **Category 1: Video Ideation, Direction, Production & Editing**

The use of video for storytelling, campaign documentation and audience engagement is critical for the success of our work. We are looking for an agency that can either develop videos – of all lengths -- from initial concept through to production or an agency that can review, provide suggestions for the use of available raw footage and edit them into final products.

Services will include, but are not limited to:

- Generating a number of creative ideas for multimedia content for pitching to UNICEF
- Developing video strategy including sticky themes, scripts and narratives to engage a range of audiences
- Producing video and post-production including planning, directing, shooting, animating, casting, selecting location, repurposing content, and packaging final products in both Vietnamese/subtitled with English or English/subtitled Vietnamese. etc.
- Pitching the story to national TV channels

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## Category 2 – General Graphic Design

Given UNICEF's large organizational size and range of initiatives, our graphic design needs are vast and varied in nature. This category covers a broader spectrum of graphic design services for various areas. The examples of final products can include iconography, infographics, cover designs, poster design, and custom graphics etc. This can also include products in digital design such as emailers, e-newsletters, event page design and publication layout and etc. Service providers must be able to work with long document and have specialized technical expertise for graphic design artwork and layout.

Services will include, but are not limited to:

- Understanding and researching the initiative's topic and project goals
- Conceptualizing design idea
- Presenting ideas in an easy to understand manner for project team and parties involved
- Executing and rendering of design elements
- Handing-over artwork in accessible formats such as .jpg, .png, .ai etc.

## Category 3 – Animation Video Production

Animation video has been used by UNICEF as a catchy and interesting information and communications tool, targeting women and children effectively.

Qualified service providers/contracted agencies are required to have experience relevant to Viet Nam's context, proven ability crafting messages and products in a range of formats, and excellent working experience and expertise in animation production, including screenplay and character development and design.

Services will include, but are not limited to:

- Researching the request and understanding project/campaign goals
- Developing a storyboard and script based on key messages provided by UNICEF
- Editing key messages as needed, according to UNICEF's guidance.
- Producing animated videos with illustration, animation, narration, soundtrack and subtitles in line with UNICEF's guidance, review and approval
- Managing copyright related issues for animation production, including music, characters' designs, images etc.

## Category 4 – Photography

The scope of work will include photographing Vietnamese children and their families, as well as showing the impact of UNICEF's programmes, keeping in mind culture, gender, ability and other sensitivities as per UNICEF guidelines. The photographs should be usable for diverse audiences and have universal appeal.

Tasks will include the following services:

- Attending briefings on events/prior to photography mission to understand objectives and narrative of mission.
- Ability to mobilise at short notice especially for emergency missions
- 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.
- Ensuring dignity of subjects
- Providing high resolution photos with at least 24-36 mega pixels, shot at the maximum resolution in RAW or JPEG FINE formats, and full captions in Vietnamese and English describing the photos and credits
- Ensuring consent forms are signed by children and/or guardians as per UNICEF guidelines.

#### IV. Qualifications requirements

- Proposals will be considered from registered corporations, limited liability companies or proprietary companies only.
- Portfolio-proven experience in the service category the service provider is bidding for.
- Service provider must have capacity to work flexibly over weekends/evenings, with short deadlines during peak periods as required.
- Companies/Service providers that have financial statements for minimum 2 full years
- Service provider should have required equipment and software to conduct jobs with UNICEF

#### V. Structure of the proposal

The Proposal shall contain the mandatory documentation listed below:

##### 1. Company profile

- 1.1 Background and capacity: Provide a brief description of the company submitting the proposal, including the company's main creative strengths and approach to design.
- 1.2 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). Special attention should be given to providing a clear picture of roles, responsibilities and accountability.
- 1.3 Please explain your extended network of collaborative partnerships and which areas of your production line are outsourced work. Please note that UNICEF requires account manager/focal point for each project/assignment.

##### 2 Methodology, project management and quality control

2.1 Please clearly indicate which service category/s described in Section III your company is applying for. The proposal should describe the organization's methodology used to provide the services, including their approach to quality assurance, urgent services, 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 measures that will be put in place to mitigate these risks.

##### 3. Experience and references

###### 3.1. Previous or current projects

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

###### 3.2. References

Bidders should include at least three (3) client references, along with a brief description of the services provided among the Service categories requested by UNICEF. Items 1-3 will constitute bidder's Technical Proposal.

##### 4. Financial proposal

For the purposes of cost comparison, bidders are to propose a fixed prices (rates) that are based on a minimum composition of a standard team comprising of personnel and equipment to handle the delivery of the service. Financial proposals shall be submitted as per the Price Schedule (Please see attached with this TOR). Proposals submitted in any other format will not be considered.

The price schedule 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 TOR for the

consequent contracts as there may be cases where some of the resources are not required. Rates will be applicable over the duration of the LTA. All costs should be indicated in US Dollar only. Each person's daily rate should cover a standard person-day. Rates quoted must be all-inclusive and therefore taken together sufficient to cover the efforts of the entire team assigned for each task. This includes all associated costs such as those required for communications, IT infrastructure, supplies, and other forms of "contingencies", "overhead", "indirect costs", or "administrative expenses". The rate should take into account average expected global inflation/ escalation rates over the duration of the LTA as well as any discounts based on volume of business.

#### Mandatories

- All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.
- Financial Proposal must be submitted separately to Technical Proposal

## VI. Evaluation process and method

Proposals will be reviewed following a three-step process:

1. Mandatory requirement check for completeness of proposals and compliance
2. Technical evaluation (70 points including Desk review and Interview)
3. Evaluation of financial proposal (30 points)

A maximum of 70 points will be allocated to the technical aspects of the bids, with a further 30 points for the price component, for a maximum possible score of 100 points.

#### **Mandatory requirement check**

Proposals will first be reviewed for their completeness in terms of the information requested in the RFPS (Section VI) and their compliance with its requirements. Only proposals that meet mandatory requirement will be subject to technical evaluation.

#### **Technical evaluation (70 points)**

The technical evaluation will consist of two phases:

#### **Round 1 – Desk Review (55 points)**

Proposals will be evaluated on the criteria outlined in Table 1 of this document. Only those proposals that score 50 points and above out of 55 points will be considered technically compliant and will proceed to Round 2. All other proposals will be disqualified.

Table 1: Technical evaluation: Round 1 – Desk review of proposals

Criteria	Points obtainable
1. Company profile and methodology	
1.1 Background and company approach	5
1.2 Project management, quality assurance procedures and risk mitigation	10
2. Organizational resources	
2.1 Company resources and distribution of tasks	5
3. Experience and capacity	
3.1 Design expertise within applied category	15
3.2 Quality of overall portfolio	10
3.3 Creativity and novelty of work examples	10

TOTAL POINTS OBTAINABLE: 55

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## Round 2 – interview/presentation (15 points)

Bidders scoring 50 points or more in Round 1 will be invited to present their proposal and their core staff for further assessment.

A minimum of 10 points out of 15 points will be required for proposers to qualify for the financial evaluation. All other proposals will be disqualified for further evaluation.

## **Financial evaluation (30 points)**

Proposals judged to be technically qualified (passing both Round 1 and 2 during the technical evaluation) will then be evaluated on their financial proposal which should be submitted in the format outlined in the Price Schedule. The financial evaluation will be conducted per each category separately.

Price quotations will be awarded a relative score, with a maximum score allocated of 30 points.

Financial evaluations will be conducted separately for each category. A proposal offering the lowest total costs in a certain category will be awarded 30 points, all other price proposals receive scores in inverse proportion per the following formula:

Score for price proposal X = (Maximum score for price proposal (e.g. 30) \* Price of lowest priced proposal) / Price of proposal X

## **Awards**

Weight ratio between technical and financial evaluation: 70:30

The proposals obtaining the minimum 70 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 contract.

IMPORTANT: UNICEF may award an LTA for all services submitted in the bid, or for specific category only, depending on the technical strengths and expertise of the prospective proposers following a comprehensive evaluation process and method.

## **VII. LTA Contracting Modality**

The LTA to be signed will have a fixed fee rate for two years; however, UNICEF does not warrant that any quantity of services will be purchased during the term of the LTA as this will depend on needs. An increase on the fee would, if justified, be agreed at the end of second year at the time of extension of the LTA for up to one more year upon satisfactory performance of the LTA contractor(s)

## **VIII. Management**

Under the overall supervision of the Chief of Communication and Advocacy, and technical supervision of the Communication Specialist/Officer, and Programme Section's Specialist, UNICEF Viet Nam.