

**Annex B: Terms of Reference**

<p><b>Project Background</b></p>	<p>The United Nations Human Settlements Programme (UN-Habitat) is mandated by the United Nations General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all. UN-Habitat has been active in Iraq since 1996 under the Oil for Food Programme. After 2003, UN-Habitat was largely engaged in early recovery efforts, particularly those supporting internally displaced persons (IDPs) through the provision of shelter and reconstruction solutions.</p> <p>Since 2013, Iraq has been deeply affected by the conflict with the so-called Islamic State of Iraq and the Levant (ISIL). The Iraq crisis led to the displacement of nearly 6 million people, and combined with the refugees from Syria, exerted extreme pressure on the Kurdistan Region, which hosted the majority of the displaced persons and Syrian refugees.</p> <p>The objective of this assignment is develop and produce two promotional videos of 4 to 5 minutes each to highlight successes under the project titled “Strengthening the Long-Term Resilience of Subnational Authorities in countries affected by the Syrian and Iraqi Crises- Headway” jointly implemented with UNDP Iraq, to support IDPs, refugees and returnees in the Kurdistan Region and Ninewa.</p> <p>The Specific objectives of the overall project include:</p> <p><b>Specific Objective 1:</b> To support subnational authorities to engage in holistic, area-based planning and consider different scenarios that respond to the needs of host, refugee and IDP populations;</p> <p><b>Specific Objective 2:</b> To improve quality service delivery through increased responsiveness and greater social stability outcomes, based on the needs of host, refugee and IDP populations.</p> <p><b>Specific Objective 3:</b> To empower subnational authorities to facilitate local economic development and have better access to municipal investment that benefits the extension of safe public services and economic opportunities for host, refugee and IDP populations.</p> <p>For achieving the above-mentioned specific objectives, the project’s main outputs are as follows:</p> <ol style="list-style-type: none"> <li>1. Rehabilitation of 947 houses belonging to IDPs, host community members and refugees.</li> <li>2. Rehabilitation of 5 community infrastructure Water, Sanitation and Hygiene (WASH) projects in the 5 project locations (1 WASH project in each location: Erbil, Dohuk, Sumel, Mosul and Sinjar) to ensure households belonging to IDPs, refugees and host community beneficiaries are being provided with clean and regular water supply.</li> <li>3. Capacity building for 25 technical municipal staff on the effective maintenance of water networks.</li> </ol>
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**RFQ 3200023949**– Production of two promotional videos for UN-Habitat

<b>Deliverables</b>	<ol style="list-style-type: none"> <li>1- Production of one promotional video of 5 minutes to highlight the rehabilitation of houses by UN-Habitat in Erbil, Dohuk, Sumel, Mosul and Sinjar.</li> <li>2- Production of one promotional video of 5 minutes to highlight the rehabilitation of water community infrastructure components implemented under the project in Erbil, Dohuk, Sumel, Mosul and Sinjar.</li> </ol>
<b>Content</b>	<p>Pre-production, production and post-production services for each video should include:</p> <ul style="list-style-type: none"> <li>• Development of the narrative.</li> <li>• Logos of UN-Habitat, European Union and UNDP at the beginning and end of the video as provided by UN-Habitat.</li> <li>• On-screen text as per UN-Habitat's request.</li> <li>• Interviews with beneficiaries and counterparts (minimum 3 in each location) with appropriate subtitles to highlight improvements to their houses and community infrastructure implemented through the project.</li> <li>• Editing to ensure video responds to UN-Habitat's requirements (number of amendments by the producer should be open).</li> </ul>
<b>Footage</b>	<ul style="list-style-type: none"> <li>• Wide, medium, close-up, moving and other shots and angles as relevant, inserts, with professional audio arrangements as needed.</li> <li>• Each video should include 30 seconds drone footage (bird's-eye).</li> </ul>
<b>Language</b>	<ul style="list-style-type: none"> <li>• English narratives with Arabic subtitles.</li> </ul>
<b>Specifications on video quality</b>	<ul style="list-style-type: none"> <li>• Shoot 25 frames per second.</li> <li>• Equipment should be Full High Definition - HD or HD 16:9 with professional or broadcast cameras (4K is preferred).</li> <li>• Audio for interviews must be recorded with an external microphone or boom mike.</li> <li>• Deliverables should be provided in (.mp4) format.</li> <li>• Final format should be H.264/MP4.</li> <li>• Aspect Ratio: 1920 x 1080.</li> <li>• Data Rate: 16mbps as a minimum – 35mbps is preferred.</li> </ul>
<b>Requirements and submission</b>	<ul style="list-style-type: none"> <li>• Both videos should be submitted on USP or through a link (ex. drop box, WeTransfer) within 20 days of the contract's award.</li> <li>• Resizing of video to different social media outlets and big screens.</li> </ul>
<b>COVID-19 measures</b>	<ul style="list-style-type: none"> <li>• All related services should be arranged in a safe environment to avoid COVID-19 risks. Provider must ensure physical distancing and protective measures during footage and while conducting interviews.</li> </ul>
<b>Bidder's eligibility and qualification (Evaluation Criteria)</b>	<ol style="list-style-type: none"> <li>(i) Copy of the Company's Certificate of Registration</li> <li>(ii) Brief company profile highlighting relevant experience in video production.</li> <li>(iii) Minimum 3 years' experience in professional video footage and production.</li> <li>(iv) Provide one sample of similar services performed in the last 3 years.</li> <li>(v) UNGM Registration Number</li> <li>(vi) Certified bank letter containing Bidder's banking details</li> </ol>