

**UNICEF Lebanon**  
**Long Term Arrangement (LTA)**  
**Terms of Reference (ToRs)**  
**Production Services**

**PROJECT/ASSIGNMENT TITLE: Video Production Services**

**Background**

UNITED NATIONS CHILDREN FUND (UNICEF) is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential through country programs and National Committees, in more than 190 countries. Within the scope of its mandate, UNICEF documents the lives of children and families through filming and video, in addition to documenting events, activities and projects.

**Objectives**

To provide video production services for UNICEF Lebanon communication campaigns, activities and projects in addition to other production assignments (documentaries, animation films, short videos, digital content videos) based on needs and work-plans. For this purpose, UNICEF shall contract production houses taking into consideration varying styles and availability.

**Purpose of Assignment and Scope of work**

All work assignments under this contract shall take place within Lebanon, and it will be assumed that the service provider is in Lebanon and holds the responsibility to ensure all permissions to work in the country. The material will be credited to UNICEF and the service provider jointly. All original materials will be handed over to UNICEF and will remain UNICEF property. The video material will be accessible to the service provider for non-profit purposes. Each work assignment shall be discussed in advance and a specific contract (Purchase Order) describing the nature of the job request, timeframe and budget, shall be issued. Assignments will be requested and managed by the Communication section in the Lebanon country office. All copyrights of material shot and produced in the performance of this contract is vested exclusively in UNICEF. Any use of the material by the service provider, should be made with written prior consent, of UNICEF Lebanon Communication Chief of Section. The production house must adhere to UNICEFs' use of consent forms and ethical guidelines on imagery and how the organization portrays children.

**Expected Deliverable**

The production house is expected to:

- Conceptualize and develop short video concepts;
- Produce the approved concepts – film, animation productions, presentations and visual material
- Clear offline and final edits of all material with UNICEF prior to post production;
- Support the pre-testing of these materials and adjust or edit according to feedback;
- Finalize approved versions of materials according to the schedule agreed with UNICEF

According to each project, the deliverables will be:

- Edited HD/4K quality original b-roll and or edited products in clean/international versions in broadcast ready packages, shot-lists, transcripts, timed-coded translations (if applicable).
- B-roll is to be clean, with longer shots up to 10 seconds. Transcripts in English need to contain age, location and full names of those that appear. All videos must be compressed at H.264 at 12000kbps (12mbps), AAC audio at 256kbps.
- Digital content products to be used on UNICEF social media platforms or venues
- Animation films, graphics and other visual material

**Submission of proposals**

Each submission must include a technical proposal and a financial proposal. Each of these items should be in a SEPARATE envelope, clearly marked 'Technical Proposal' and 'Financial Proposal'. Including both financial and technical proposal in the same envelope will be cause for immediate dismissal of proposal.

<p>1. <b>Technical proposal</b> / Portfolio, containing a minimum of 10 different projects. The portfolio should include proof of previous work done by the production house. Work done for UN agencies or NGOs to be included.</p> <p>2. <b>Financial proposal</b> / Price schedule: rates to be filled as per as per ANNEX 1</p>
<p><b>Qualification Requirements:</b> The bidding company must provide evidence of its organizational structure, technical capability, and track record of similar experience and services required through the provision of the following documents as part of the technical proposal for evaluation:</p> <ul style="list-style-type: none"> <li>- Company profile</li> <li>- Portfolio of work</li> </ul>
<p><b>Technical Evaluation Criteria</b> <b>Passing mark for the technical evaluation is 49</b> <i>You are encouraged to provide a portfolio for the assessment of the below evaluation criteria</i></p> <ul style="list-style-type: none"> <li>- <b>Years of experience of working as a production house (10 points):</b> A minimum of 5 years of professional experience (applicable to the production house) with demonstrated experience in documentary/filmmaking/animation/advertising projects. Examples of work for the humanitarian and/or development sector is required. A brief report describing the above-mentioned experience is to be submitted. <b>(2 points per each year of experience up to 10 points).</b></li> <li>- <b>Production house portfolio (35 points):</b> The portfolio will be evaluated in terms of the creativity of the production house in presenting the subject matter <b>(10 points)</b> and ability to implement innovative ideas <b>(10 points)</b>, proven track record in post-production/editing in line with industry standards (infographics, animations, sound effects) <b>(10 points)</b>, success of final production, distribution, reach, market distribution. Portfolio to be submitted. <b>(5 points).</b></li> <li>- <b>Profile of team members (15 points):</b> Technical profile of the production team, minimum 5 years of experience of team members. A list of awards, festivals etc. to be submitted together with profiles of the production team. <b>(5 points per profile meeting the requirements up to 15 points).</b></li> <li>- <b>Prior or ongoing work with UNICEF, UN or International Civil Organization (10 points):</b> Previous experience of shooting and working with young children (0-6 years) in a humanitarian setting. Good understanding of ethical issues involved when covering, working with and reporting on vulnerable children and families. <b>(2.5 points per project submitted meeting the requirements, up to 10 points).</b></li> </ul>
<p><b>Timing/Duration of LTA:</b> 3 years, renewable for two additional years, up to five years, based on market rate, office need and satisfactory performance.</p>
<p><b>Duty Station:</b> Lebanon (travel within country).</p>
<p><b>Project management:</b> UNICEFs Communication section will be responsible for project management.</p>
<p><b>Payment terms:</b> Payment upon delivery of product and invoice against contract.</p>
<p><b>Methodology</b> The production company supplies all equipment needed to fulfill the task. Format, delivery etc. to follow guidance of UNICEF LCO Communication section. On assignment completion, the products/raw material/files are to be delivered digitally to the UNICEF Lebanon Country Office</p>

**PRICE SCHEDULE (Annex 1)****(MUST be presented in a separate envelope than the technical offer)**

The financial schedule for this LTA is based on a daily rate per person who are involved in the above activities. The financial bid should specify, for the details as listed in the attached Annex:

1. Description of function for personnel allocated to complete the job; for each of the team members please identify the level/task description. Below are indicative descriptions as examples:

- Director
- *Producer*
- *Editor*
- *Animation*
- *Sound Engineer*
- *Post production*
- ....Any additional service you deem relevant

## **ANNEX 1**

### **Price Schedule**

<b>PRODUCTION/CAMPAIGN SERVICES</b>	<i>Rate per day USD \$</i>
Director:	
<i>Producer:</i>	
<i>Editor:</i>	
<i>Animation</i>	
<i>Sound Engineer</i>	
<i>Post production</i>	
<b>Translator/interpreter</b> – if needed	
<b>Assistant</b> – if needed	
<b>Additional equipment rental</b> – if needed	
<b>Transcripts, text work and subtitling</b>	
<b>Transportation Beirut</b>	
<b>Transportation North/South/Bekaa</b>	

<b>OPTIONAL SERVICES OF ANY KIND</b>	<i>Rate per day USD \$</i>
<b>Secondary external services</b> (covering all equipment/personnel/cost).	

