

## Terms of Reference

RFQ- 3200026685

### Provision of Photography, Videography, Graphic Design, and Printing Services for Tourists visiting Al-Hawizeh Marshes in Maysan Governorate and Eastern Hammar Marshes in Basra Governorates, Iraq

#### A. Objective of the assignment:

- Increase the visibility of the project and its distinct outputs to stakeholders and Iraqi citizens.
- Emphasize and disseminate achieved results across social media platforms.
- Improve visitors' and tourists' understanding and appreciation of the uniqueness of the biodiversity of the Mesopotamian marshes, the fragility of its ecological system and the distinct culture of its inhabitants.

#### B. Deliverables/Main Activities

##### 1. PHOTOGRAPHY AND VIDEOGRAPHY SERVICES

- 1.1. Produce two 7-mins video documentaries that include interviews in Arabic with local authorities, residents and tourists visiting the *mudhifs*/orientation centres built by UN-Habitat in the Eastern Hammar and Hawizeh marshes during implementation and project inauguration, at different moments of the day (dawn/early morning, midday and sunset), including drone footage.
- 1.2. Produce two 3-mins summary videos for social media purposes as detailed in 1.1 above.
- 1.3. Take a minimum of 100 high quality/professional photographs in each of the marshes (total 200) depicting the inhabitants of the marshes (Ma'dan) in their daily lives, and of the biodiversity of the marshes (incl. plants, aquatic plants, buffalos, migrating and local birds, insects, frogs, fish, crustacea, molluscs – especially the vulnerable and unique species to the marshes), taken at different moments of the day (dawn/early morning, midday and sunset), following UN-Habitat Photography Guidelines ([Click here](#) to see the document). The photographs will be used to illustrate panels for the visitor's centres and tourist leaflets. *Each file name will clearly indicate (a) the site, (b) exact name of the plant/species, and (c) the photographers' names.*

#### Activities

- Draft script/story line to be submitted for review and approval by UN-Habitat
- Editing and producing videos according to approved script/story line
- Videographer(s) are required to ask permission from beneficiaries before taking their images in photo and video using UN-Habitat's consent form.
- Provide written narrative of all interviews in Arabic and its translation in English for review and approval
- Provide subtitles in English of all interviews with beneficiaries and counterparts as per above translation
- Include on-screen text detailing the names of the interviewed people and the project background, as per UN-Habitat's request
- Include logos and appropriate branding to be approved by UN-Habitat
- Provide name(s) of photographer(s) videographer(s) and video editor(s) to be included in the credits.

- The credit line for the video images used shall read “Copyright UN-Habitat” regardless of who uses the videos.
- Submit all raw materials on external drive or through a permanent weblink (ex. Drop Box, Google Drive, WeTransfer).

#### **Specifications on video quality:**

- Shoot 60 Frames per Second
- Equipment should be Full High Definition - HD or HD 16:9 with professional cameras
- Audio for interviews must be recorded with an external microphone or lapel mike – making sure to reduce background noise
- Deliverables should be provided in the format in which the video was shot in (for example, if shot in DSLRs, then create a .MOV version; or .AVCHD if video camera used)
- Final format should be H.264/MP4. Aspect Ratio: 1920 x 1080 pixels
- Data Rate: 16mbps as a minimum – 35mbps is preferred

#### **Specifications on photo quality:**

- Photos should be in high quality and high-resolution format (min 3 MB file sizes),
- Copyright of the photos and videos taken during the assignment, including rights to store, use, duplicate, distribute, alter, adapt into any other form (e.g. electronic, slide, paper), publish or cause to have published, including on the internet, will rest solely with UN-Habitat.
- All photos shall include "Copyright UN-Habitat" embedded in their metadata as per the above-mentioned guidelines.
- Videographer and photographer are required to ask permission from beneficiaries using UN-Habitat's consent form.

## **2. GRAPHIC DESIGN AND PRINTING SERVICES**

**2.1. Design, print and install Welcome Signboards:** Graphic design of clear Welcome Signboards in both Arabic and English, according to the attached quotation form and samples, to be installed along the main roads, at crossroads, along routes, at parking bays, at boating spots, and within tourist facility (welcome at gate, shops, Orientation Centre, *mudhif*, toilets, boats, ..etc.), in coordination with UN-Habitat Communications Specialist and to be approved by UN-Habitat Management. The activity includes the printing, transportation and installation of signage by the Service Provider at identified locations along roads, routes and within both tourism facilities.

**2.2. Design, print and install outdoor visitors' orientation Signage 100 x 60 cm on steel posts:** Design of modern outdoor orientation signage according to the information and data provided by UN-Habitat and the attached quotation form, to be installed either horizontally or vertically in identified locations, illustrated by stylish drawings, high resolution photos and maps, and selected logos of local institutions, UN-Habitat and others. The content will be relevant to each site and branded accordingly. Examples are provided. All photos and hand drawings will be credited to their author(s). The activity includes the printing, transportation and installation by the Service Provider on supporting frames in timber or steel in identified locations within the grounds of both tourism facilities.

**2.3. Design, print and install outdoor visitors' orientation Signage 70 x 30 cm on steel posts:** Design of modern outdoor orientation signage according to the information and data provided by UN-Habitat and the attached quotation form, to be installed either horizontally or vertically in identified locations, illustrated by stylish drawings, high resolution photos and maps, and selected logos of local institutions, UN-Habitat and others. The content will be relevant to each site and branded accordingly. Examples are provided. All photos and hand drawings will be credited to their author(s). The activity includes the printing,

transportation and installation by the Service Provider on supporting frames in timber or steel in identified locations within the grounds of both tourism facilities.

- 2.4. **Design, print and install thematic exhibition panels for Orientation Centre created inside the *mudhifs* installed on steel frame for the two visitor centres:** Design of modern indoor exhibition panels depicting the historical background of the marshes, their ecology and fragile ecosystem, unique fauna, flora, inhabitants, activities, culture and architecture typical according to the information and data provided by UN-Habitat and attached quotation form, to be installed inside the *mudhifs*, illustrated by stylish drawings, high resolution photos (see deliverable 1.3 above) and maps, descriptive text and supporting data, and selected logos of local institutions and UN-Habitat. The content will be relevant to each site and branded accordingly. See examples. The panels will be self-supporting. All photos and hand drawings will be credited to their author(s). The activity includes the printing, transportation, and installation by the Service Provider of panels inside both Mudhifs.
- 2.5. **Design, print and install thematic exhibition rollups:** Design of modern indoor exhibition rollups depicting the historical background of the marshes according to the information and data provided by UN-Habitat and attached quotation form, to be installed inside the *mudhifs*, illustrated by stylish drawings, high resolution photos (see deliverable 1.3 above) and maps, descriptive text and supporting data, and selected logos of local institutions and UN-Habitat. The content will be relevant to each site and branded accordingly. See examples. The panels will be self-supporting. All photos and hand drawings will be credited to their author(s). The activity includes the printing, transportation, and installation by the Service Provider of panels inside both Mudhifs.
- 2.6. **Design and print of illustrated brochures and leaflets:** Design, printing and delivery of 2 sets of elegant tourists' orientation brochures and informative leaflets, illustrated by drawings, photos and maps – one for the Hawizeh marshes and the other for the Eastern Hammar marshes. The brochures will be delivered to UN-Habitat.

### 3. **DELIVERY SCHEDULE**

Deliverable*	Submission of First Draft	Submission of Second Draft	Submission of Final Version
1. <b>Photography and Videography Services</b>	30 Calendar days upon PO signature	45 Calendar days upon PO signature	60 Calendar days upon PO signature
2. <b>Graphic Design and Printing Services</b>			

\* Each draft consists of both deliverables (1 & 2)

#### C. **Special notes for the service provider:**

- All visibility items must be designed according to UN-Habitat's Brand Manual (Click [here](#) to see the document).
- All designs will need to be shared and approved by UN-Habitat prior to their printing.
- The editing files and the final products will be shared with UN-Habitat in their respective formats.
- The dimensions and materials of the visibility materials could be modified according to the final design and consultation with the company and related authorities.
- All materials will be delivered and installed in two locations in Maysan and Basra (locations will be provided upon contract award).

#### D. **Contract duration**

Total duration: 2 months

## E. Reporting

The contractor will provide an implementation timetable at the kick-off meeting, daily verbal progress and weekly written report to the UN-Habitat focal point.

## F. Qualification/Eligibility Requirements

The company must provide the following information/documentation to demonstrate its capability to provide the services outlined in the terms of reference.

#	Mandatory Requirement	Supporting Documents Required / Criteria for Assessment	Criteria [Pass/Fail]
1	Official/Legal registration	Bidder must provide a copy of the company's registration certificate in Iraq.	<b>Pass/Fail</b>
2	Company Profile	Bidder must submit a brief company profile detailing relevant professional experience in providing videography, photography, content visualization, graphic design, visibility, branding and printing for humanitarian/development agencies.	<b>Pass/Fail</b>
3	Previous similar sample work comprising of 2 videos.	Bidder must provide weblinks for the latest 2 videos and documentaries produced by the company. The works must be similar and comparable to the present requirement and demonstrating excellent technical capacities.	<b>Pass/Fail</b>
5	<p>The minimum key project personnel:</p> <p><b>(i) Graphic Designer</b> Minimum 3 years of relevant experience in graphic design, preferably has experience working in Basra or Maysan specially in the Marshes</p> <p><b>(ii) Photographer</b> Minimum 3 years of relevant experience in professional Photography, preferably has experience working in Basra or Maysan specially in the Marshes</p> <p><b>(iii) Videographer</b> Minimum 3 years of relevant experience in professional Videography, preferably has experience working in Basra or Maysan specially in the Marshes</p>	<p>(a) Bidders must submit CVs of the project key personnel that fit the specified project roles including their portfolios, webpages, social media platforms.</p> <p>(b) The CV should be presented in the attached format/template (Annex C) indicating the educational qualifications, experience on similar projects, etc., and signed by the individual.</p> <p>UN-Habitat may request for copies of education and professional certification.</p>	<b>Pass/Fail</b>
6	Evidence that the bidder is in continuous business of providing similar services during the past 3 years.	<p>a) Bidder must submit a list of minimum 2 completed similar projects performed within the last 3 years (indicating the client's name, description of works, location duration and value).</p> <p>b) Bidder must provide a copy of the</p>	<b>Pass/Fail</b>

		<p>satisfactory performance letter for each of the projects mentioned in (a) above.</p> <p>OR</p> <p>Details of client/project (description of project, name of client, name/email address and telephone number of focal point) for the projects mentioned in (a) above, in lieu of a satisfactory performance letter.</p> <p><i>The details should be submitted in the attached template (Annex E)</i></p>	
--	--	---	--