

Requesting Section: WASH / EAPRO

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## **TITLE: Production of 7 Animated Videos (WASH)**

### **1. Background**

In the frame of UNICEF's work in Water, Sanitation, and Hygiene (WASH), knowledge management (KM) represent one of the strategic approaches to support the achievements of sectoral output results for children. KM underpins the effectiveness and efficacy of the WASH programme to maximize its impact with the available resources. KM should be used to generate, capture, use and share UNICEF's organizational WASH knowledge to improve the quality, equity, and sustainability of WASH services.

UNICEF East Asia and Pacific Regional Office (EAPRO) WASH section aim to "expand its existing set of knowledge products" which capture UNICEF's organizational WASH knowledge to improve the quality, equity, and sustainability of WASH services. These knowledge products will be produced on a range of priority themes for the region including hand hygiene, business sector engagement, market-based sanitation, COVID-19 response.

To ensure a high-quality output, UNICEF EAPRO is soliciting proposals from qualified video animation companies in the development and production of animation videos. The video animation company will develop and produce each animation video in coordination with the UNICEF EAPRO WASH section.

### **2. Objectives, Purpose & Expected results**

The objective of this assignment is to develop **7 animated videos** to highlight key areas of our work that can be used by UNICEF at regional and country levels for public dissemination. Of these, 5 videos are aimed at WASH sector professionals, whereas 2 videos will be for youth and the public.

The primary audience for five of the videos will be the sector professionals including UN agencies, governments, civil societies, and other partners and stakeholders interested in UNICEF work on WASH. Below are the proposed topics for five videos:

- Market-based sanitation
- Hand hygiene
- Business sector engagement
- COVID-19 response
- WASH Young Changemakers (1st & 2nd cohort, way forward)

The primary audience for two videos will be youth and the public and should appeal to young people – to encourage them to advocate and implement the solutions identified. Below are the proposed topics for 2 videos:

- WASH as a way of recovering from the triple crisis in EAP
- Youth innovation for WASH

All content and deliverables will be developed in English. Each video shall be approximately between 2 and 3 minutes in length (the video length should be at least 2 minutes in length but should not exceed 3 minutes) and will derive from existing reports and analyses. The videos should incorporate infographics, animated characters, voice-over narration, and audio/music effects as needed. The video should allow for closed

captioning in different languages. The video will provide some tutorial aspects as well as lessons learned components.

Each video should provide to meet the following questions raised:

- Why is this WASH topic important for the region, what is the problem?
- What are the challenges to broader access or better results?
- What are the conditions for scaling up access/achievement?
- What are some possible solutions that can help?
- Ideally, the videos would end with a sort of call to action, or inspiration

### 3. Description of the assignment

A summary of the tasks and deliverables is provided below:

Activities/Tasks	Task Details	Deliverables
7 animated videos	Develop a draft script to be used for the animation based on summary documents, and reports highlighted by UNICEF WASH team	Video #1: by 31 March 2022
		Video #2: by 30 April 2022
	Develop storyboard and animation concept to present to UNICEF based on the agreed-upon scripts	Video #3: by 30 April 2022
		Video #4: by 31 May 2022
	Design animation as per requirements determined by UNICEF including sound, editing, narration, subtitling, dubbing etc.	Video #5: by 31 May 2022
		Video #6: by 30 June 2022
	Record and use standard English narration and prepare background music (and secure the appropriate copyright for the music).	Video #7: by 30 June 2022
	Caption the voice-over into English for subtitles.	
	Revise the animation according to the feedback provided by UNICEF.	
	Video to be optimized for use on social media (with correct aspect ratio for Facebook, Instagram and Twitter)	
	Additional clean versions without text/voice over etc. so that videos can be localized (e.g. subtitles)	
	Submit a final version	

Any type of data e.g., scripts, images, clips, will be finalized in the animation after consultation and approval. Companies must use the latest high-quality animation software.

- Style – The video should have a style of simplicity, playfulness, and colour to be captivating for youth
- Format – 2D motion graphics

#### 4. Deliverables and timeline

Deliverables	Indicative Timeline
Video #1	31 March 2022
Video #2, #3	30 April 2022
Video #4, #5	31 May 2022
Video #6, #7	30 June 2022

#### 5. Reporting requirements

Regular project status reports and meetings will be agreed upon between the selected contractor and the UNICEF contract manager (WASH & KM Specialist). Regular progress meetings and approval of plans and tools/materials are expected throughout the contract period.

#### 6. Location and Duration

- Planned contract duration: 6 months from March to August 2022
- Timeframes are negotiable subject to discussion and agreement with the contract manager
- The contractor will complete the assignment in their own premises and will work closely with the UNICEF team.

#### 7. Mandatory and Desirable Qualification Requirements

The contractor should possess the following qualifications:

- Proven track record in producing development work-related audio/video products, including animations for international organizations with the aim of reaching both local and international audiences.
- Excellent technical capacities (state of the art filming/editing equipment) to ensure smooth and high-quality production.
- Additional experience in development communication will be an added advantage.
- Adaptability and flexibility, client orientation, proven ethical practice, initiative, concern for accuracy and quality
- Having a production team will be an added advantage.
- Experience working with UNICEF or other UN agencies in this field
- Experience producing animated videos for youth
- Knowledge and familiarity with the UNICEF digital tools will be an added advantage.
- 3 samples of past video animation productions directly designed and produced
- Fluency in spoken and written English is essential.

#### 8. Evaluation process

The evaluation panel will first review each response for compliance with the mandatory requirements of this RFPS. Failure to comply with any of the terms and conditions contained in this RFPS, including provision of all required information, may result in a response or proposal being disqualified from further consideration. Kindly also refer to the detailed instructions in the main LRPS document.

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. For this RFPS, the weight allocated to the technical proposal is 70 % (i.e., 70 out of 100 points). To be further considered for the financial evaluation a minimum score of 49 points is required. Only proposals with a score of 49 or more points in the technical evaluation will be financially evaluated (i.e., the financial proposal will be opened). For further details and the distribution of points kindly refer to **table 1** below.

The weight allocated to the financial proposal is 30 % as per the following: the maximum number of 30 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in inverse proportion to the lowest price. Commercial proposals should be submitted on an all-inclusive basis for providing the contracted deliverables as described in the TOR.

The proposal(s) obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

**Table 1: Evaluation Criteria and distribution of points**

Category	Max. points
<b>1. Strategy and methodology</b> <ul style="list-style-type: none"> <li>○ Brief plan on how the company would approach the video production and proposed animation styles (20)</li> <li>○ Quality of proposed implementation plan with a realistic timeframe (10)</li> <li>○ Quality assurance mechanism and risk mitigation measures (5)</li> </ul>	<b>35</b>
<b>2. Proposed team and organizational capacity</b> <ul style="list-style-type: none"> <li>○ Team members – relevant experience, skills &amp; competencies (15)</li> <li>○ Professional expertise, knowledge, and experience with similar projects, contracts, clients, and consulting assignments (15)</li> <li>○ Innovative approach (5)</li> </ul>	<b>35</b>
<b>Total points for technical proposal (min. passing score = 49 points)</b>	<b>70</b>
<b>3. Financial proposal</b> <ul style="list-style-type: none"> <li>○ Full marks are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price.</li> </ul>	30
<b>Total Points</b>	<b>100</b>

## 9. Administrative issues and response to be submitted

- Bidders are requested to provide a detailed technical proposal in **Annex C** – Technical response form. The technical proposal must include all information needed to fully evaluate the proposal against the requirements and evaluation criteria outlined in section 7 and 8 of this TOR.
- Bidders must ensure not to include any financial information in the technical proposal.
- Bidders are requested to provide the detailed cost proposal in **Annex D** – Financial response form. All cost implications for the required service/assignment as per this TOR must be included.
- If the bidder wishes to include additional or optional elements outside the defined deliverables as per this TOR, these should be clearly marked as such in both, the technical and financial proposal.
- If any additional or unforeseen costs occur during the assignment, these need to be pre-approved by and agreed with UNICEF, before any additional costs can be invoiced.
- The copyright of every video, audio, and illustration produced will belong to UNICEF.
- No international travel is expected under this assignment

## **10. Payment Schedule**

- The payment schedule must be based on completed deliverables and will be agreed upon between the selected contractor and UNICEF contract manager.
  - Payment terms 30 days net upon receipt of an approved invoice.
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