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**TERMS OF REFERENCE**

**DOCUDRAMA EPISODES PRODUCTION**

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| **Project Title** | Docudrama Episodes Production |
| **Agency** | UN Women |
| **Location** | Nur-Sultan, Kazakhstan |
| **Languages required** | Kazakh and Russian |
| **Period of Contract** | 15 September – 31 December 2022 |

**Background**

UN Women in collaboration with Spotlight Initiative Regional Program for Central Asia and Afghanistan, is planning to produce Docudrama episodes, combating gender stereotypes and ending violence against women and girls and release them on national media hosting platform.

UN Women is seeking to contract a Media Production Company to produce Docudrama episodes and release them on national media hosting platform. Production process shall include production plan, synopsis and scriptwriting for each episode, casting for actors, filming, sound and video editing. Release shall be on national media hosting platform targeting the audience across the country. Planning, production and release stages shall be approved by UN Women Kazakhstan Country Office.

The media production company will work with the UN Women Kazakhstan Communications and Advocacy Analyst. The production will take place at venues, to be determined by producers, in Kazakhstan. Bids for the Media Production Company should be limit to those based in Kazakhstan only.

**Objectives**

* To create advocacy materials combating gender stereotypes and calling for elimination of gender-based violence in Kazakhstan;
* To outreach target audiences and raise their awareness about the ways to stand against gender violence and empower gender violence survivors;
* To challenge discriminatory and harmful gender stereotypes, social norms and beliefs;
* To provide visibility of best practices and empowering messages on ending violence against women and girls;
* To increase visibility of the Spotlight Initiative Regional Program for Central Asia and Afghanistan through giving a tribute to the program in each episode;
* To enhance the positioning of UN Women as the key facilitator, knowledge partner and global leader on gender equality.

**Duties and Responsibilities**

Under the supervision of the Communications and Advocacy Analyst, the Media Production Company will be responsible for the following tasks:

* Casting of actors, writing scripts, announcement of docudrama series and production of episodes;
* Launch of high quality trailer and teaser to promote series;
* Ensure highest broadcast quality of videos;
* Ensure that all requests and instructions from UN Women pertaining to videography and video-editing requirements are fulfilled;
* Ensure that all required episodes are completed and aired by set deadlines;
* Ensure that correct video formats are used as requested by UN Women.

**Deliverables**

The Media Production Company will arrange its own transportation for the crew members to travel to places of shooting. The company will use its own high-quality audio-visual equipment. Below are presented requirements for each stage.

* Planning:
* Synopsis with common theme for the series, Language: Kazakh with Russian subtitles
* Inviting experts and professionals in gender-based violence to be filmed in the episodes;
* Include UN Women key messages on combating gender stereotypes and preventing violence against women and girls;
* Detailed script for each episode;
* Number of episodes according to the budget;
* Casting and production schedule.
* Production
* Number of episodes: 10;
* Minimum timing: 15 minutes for each episode;
* High-quality resolution with the format for online-streaming and TV.
* Release:
* location: national media hosting platform;
* target campaign tailored to key audiences, including Kazakh-speaking audience in rural areas;
* release plan tailored to “16 days against gender-based violence” campaign from Nov.25 till Dec. 10, 2022.

**Technical requirements for video and audio materials:**

**Video:**

* Quality full HD videos: minimum 1920x108 HD or higher (16:9 format), stabilized
* At least video codec MPEG2, Chroma 422, bitrate 50 MBit/s, 25 frames per second

**Audio:**

* Professional and high-quality sound recording (use of lapel microphone, etc.)
* Format PCM, WAV, 24 bits, 48 kHz, level - 12 dB

**Filming:**

* Selection of actors and experts requires approval from UN Women Kazakhstan Country Office

**Timeframe**

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| **Dates** | **Activity** |
| September 21 | UN Women briefing discuss and agree on planning for the episodes. |
| September – November 15 | Production of at least 8 episodes, reviewed and approved. |
| Not later than October 15 | Release plan tailored to “16 days against gender-based violence” campaign from Nov.25 till Dec. 10, 2022. |
| Not later than November 1 | Target campaign tailored to key audiences, including Kazakh-speaking audience in rural areas. |
| Not later than November 23 | First episode release. |
| Not later than November 28 | Complete producing of all 10 episodes, reviewed and approved. |
| Not later than December 2 | Final episode release. |
| Not later than December 2 | Provide all episodes optimized for two formats: online-streaming and TV-format. |

\*Files should be delivered on a hard drive or sent via Dropbox link to the Communications and Advocacy Analyst.

**Deliverable and payment schedule**

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| **Deliverable** | **Payment Amount** | **Timeframe** |
| UN Women briefing discuss and agree on planning for the episodes. | 50% | By September 21 |
| Provide a detailed workplan with responsible persons sticked on the timeframe in the Terms of Reference. |
| Production of 10 episodes. | 50% | September – November 28 |
| Release plan tailored to “16 days against gender-based violence” campaign from Nov.25 till Dec. 10, 2022. | Not later than October 15 |
| Target campaign tailored to key audiences, including Kazakh-speaking audience in rural areas. | Not later than November 1 |
| First episode release. | Not later than November 23 |
| Final episode release. | Not later than December 2 |
| Provide 10 recorded episodes optimized for two formats: online-streaming and TV-format. | Not later than December 2 |

**Responsibilities of the Media Production Company**

Conducting casting, filming, video editing, production, and post-production services (adding UN Women logo and subtitles). Online and broadcast streaming of 10 docudrama episodes based on real-life stories of women, raising the issue of gender-based violence. The roles of women shall be played by professional actors. In each episode experts and women's rights advocates as well as psychologists, etc., will comment on different situations. Proper promotion of series, launching trailers and teasers.

**Responsibilities of UN Women**

* Assigning of focal persons to provide background information
* Focal persons to closely work with the Media Production Company in giving inputs for editing the draft and providing comments.
* Conducting briefing prior to the event, providing video branding guidelines, logos, and other materials.
* Once the production and release is finalized and cleared, the rest of payment to the Media Production Company will be affected.

**Company’s background**

* Minimum 5 years of relevant experience media production services for high-level event proved by an attached portfolio with minimum 5 products of similar contract.
* Minimum 2 contracts of similar value, nature and complexity implemented over the last 3 years.
* Previous experience in developing video products with a focus on human rights, women’s empowerment and/or gender equality will be considered an asset;

**Composition of the company’s personnel assigned to the event.**

**Team leader**

* Qualificationsrequired:
* Degree in media, journalism, photography, or artistic and technical education or equivalent (please describe);
* Fluent in Kazakh and Russian.
* Required skills:
* At least 5 years of experience in the field of media production (please describe);
* At least 3 years on media management roles (please describe);
* At least 3 years of experience in working on media hosting and online content platforms (please describe);
* Experience of targeting audience via online content platforms (please describe);
* Good knowledge in development programmes with a focus on human rights, women’s empowerment and/or gender equality will be considered an asset;
* Excellent organizational skills with attention to details;
* Be comfortable in public relations and in a multicultural environment (please describe);
* Portfolio with at least 3 similar working projects (please provide links to the portfolio and a brief description);
* Portfolio products exceeding 200 000 online views is an asset (please provide links to the portfolio and a brief description).

**Team member 1**

* Qualificationsrequired:
* Degree in media, journalism, filming, photography, or artistic and technical education or equivalent;
* Fluent in Kazakh and Russian.
* Required skills:
* At least 3 years of experience in the field of media production (please describe);
* At least 3 years of experience in script writing and storytelling, TV and visual production (please provide links to the portfolio and a brief description);
* At least 1 year of production on media hosting and online content platforms (please provide links to the portfolio and a brief description);
* Experience of targeting audience via online content platforms (please describe);
* Good knowledge in development programmes with a focus on human rights, women’s empowerment and/or gender equality will be considered an asset (please describe);
* Excellent organizational skills with attention to detail (please describe);
* Be comfortable in public relations and in a multicultural environment (please describe).

**Team member 2**

* Qualificationsrequired:
* Degree in media, journalism, filming, photography, or artistic and technical education or equivalent (please describe);
* Required skills:
* At least 3 years of experience in the field of media production (please describe);
* At least 3 years of experience in filming, video editing (please provide links to the portfolio and a brief description);
* At least 1 year of creating visual products for online streaming, media hosting and online content platforms(please provide links to the portfolio and a brief description).

**Ethical Code of Conduct and some terms to be considered in the agreement**

The Media Production Company will be responsible for highlighting issues not specifically mentioned in the TOR, if this is needed to deliver the product with the best quality. Information from individuals as well as institutions should be accessed through the focal persons to be assigned from the UN Women Kazakhstan Country Office in Nur-Sultan and those to be assigned at the field level too. If delivery gets delayed beyond the agreed date for submission or quality found to be lower than agreed and unsuitable for its purpose, relevant actions to be stated in the agreement will be applicable. Copyrights and distribution rights on the event content are exclusive to UN Women. Confidential Information shall remain the exclusive property of UN Women.

# Evaluation Criteria

**Preliminary Examination Criteria**

All criteria will be evaluated on a Pass/Fail basis and checked during Preliminary Examination.

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| **Criteria** | **Documents to establish compliance** |
| Completeness of the Proposal | All documents and technical documentation requested in Instructions to Vendor have been provided and are complete |
| Vendor accepts UN Women General Conditions of Contract | Proposal Submission Form (Online Form) |
| Proposal Validity | Proposal Submission Form (Online Form) |
| Proposal Security with compliant validity period | If applicable. [Proposal Security format](https://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/procurement/un-women-procurement-rfp-security-instruments-en.docx?la=en&vs=1034). |
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**Minimum Eligibility and Qualification Criteria**

Minimum eligibility and qualification criteria will be evaluated on a Pass/Fail basis.

If the Proposal is submitted as a Joint Venture, Consortium or Association, each member should meet the minimum criteria, unless otherwise specified.

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| **Eligibility Criteria** | **Documents to establish compliance** |
| Vendor is a legally registered entity in Kazakhstan | Proposer Information Form (Online Form) |
| Vendor is not suspended, nor otherwise identified as ineligible by any UN Organization, the World Bank Group or any other International Organisation in accordance with Instructions to Vendors. | Proposal Submission Form (Online Form) |
| No conflicts of interest in accordance with Instructions to Vendors. | Proposal Submission Form (Online Form) |
| The Vendor has not declared bankruptcy, in not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against the vendor that could impair its operations in the foreseeable future | Proposal Submission Form (Online Form) |

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| **Qualification Criteria** | **Documents to establish compliance** |
| History of non-performing contracts: Non-performance of a contract did not occur as a result of contractor default within the last 3 years. | Eligibility and Qualification Form (Online Form) |
| Litigation History: No consistent history of court/arbitral award decisions against the vendor for the last 3 years. | Eligibility and Qualification Form (Online Form) |
| Previous Experience: |  |
| Minimum 5 years of relevant experience. | Eligibility and Qualification Form (Online Form) / Technical Proposal |
| Minimum 3 contracts of similar value, nature and complexity implemented over the last 3 years. | Eligibility and Qualification Form (Online Form) |
| Financial Standing: |  |
| Liquidity: the ratio Average current assets / Current liabilities over the last 3 years must be equal or greater than 0.5. Vendor must include in their Proposal audited balance sheets cover the last two years. | Copy of signed and stamped financial statements for the last three years. / Eligibility and Qualification Form (Online Form) |
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**Technical Evaluation Criteria**

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| **Section 1. Vendor’s qualification, capacity and experience** | | **Points** |
| 1.1 | **Reputation of organization and staff credibility / reliability / industry standing**  Offeror shall provide a brief description of the organization, including the year and country of incorporation, and types of activities undertaken | 50 |
| 1.2 | **General Organizational Capability**  Offeror shall:  a) Outline General Organizational Capability which is likely to affect implementation (i.e. management structure, financial stability and project financing capacity, size of the organization, strength of project management support e.g. project management controls, global networking, financial stability).  b) Include a description of past and present experience and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts the organization may have participated in.  c) Explain any partnerships with local or other organizations relevant to the performance of the TOR. Special attention should be given to providing a clear picture of roles, responsibilities, reporting lines and accountability. Letters of commitment from partners and an indication of whether some or all have worked together previously.  d) Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the role of roles, responsibilities, reporting lines and accountability. | 100 |
| 1.3 | **Relevance of specialized knowledge and experience on similar engagements done in the region / country**  Offeror shall:  a) Provide information confirming relevance of:  - Specialized Knowledge  - Experience on Similar Programme / Projects  - Experience on Projects in the Region  - Perfect command in Kazakh and Russian languages for all key personnel  b) Describe the experience of the organization performing similar goods, services or works. Experience with another UN organizations/ major multilateral / or bilateral programmes is highly desirable.  c) Provide at least 3 references with the following information:  - Client  - Contract value  - Period of performance (from/to)  - Role in relation to undertaking the goods/services/works  - Reference Contact Details (Name, Phone, Email) | 110 |
| 1.4 | **Quality assurance procedures, risk and mitigation measures**  Offeror shall describe the potential risks for the performance of the TOR that may impact achievement and timely completion of expected results as well as their quality. Describe measures that will be put in place to mitigate these risks. Provide certificate (s) for accreditation of processes, policy e.g. ISO etc. | 20 |
| 1.5 | **Organization Commitment to Sustainability**  Offeror shall inform whether:  • Organization is compliant with ISO 14001 or ISO 14064 or equivalent  • Organization is a member of the UN Global Compact  • Organization demonstrates significant commitment to sustainability through some other means (for example internal company policy documents on women empowerment, renewable energies or membership of trade institutions promoting such issues) | 20 |
| **Total Points** for Section 1 | | 300 |
| **Section 2. Proposed methodology approach and implementation plan** | | **Points** |
| 2.1 | **Analysis Approach, Methodology**  Offeror shall:  a) Provide in sufficient detail a description of the organization’s approach and methodology for meeting or exceeding the requirements of the Terms of Reference;  b) Explain the organization’s understanding of UN Women’s needs for the goods/services/works and how the different service elements shall be organized, controlled and delivered;  c) Describe the available performance monitoring and evaluation mechanisms and tools and how they shall be adopted and used for a specific requirement;  c) Identify any gaps/overlaps in UN Women’s coverage based on the information provided.  d) Describe how your organization will adhere to UN Women’s procurement principles in acquiring services on behalf of UN Women. UN Women’s general procurement principles:  ⅰ) Best Value for money  ⅱ) Fairness, integrity and transparency  ⅲ) Effective competition  ⅳ) The best interests of UN Women | 100 |
| 2.2 | **Management - timeline, deliverables and reporting**  Offeror shall provide a detailed description of how the management for the requested goods/services/works will be implemented to achieve the requirements of the Terms of Reference. The activities in the implementation plan should be properly sequenced, logical and realistic, with respect to all the deliverables expected. | 100 |
| **Total Points** for Section 2 | | 200 |
| **Section 3. Management Structure and Key Personnel** | | **Points** |
| 3.1 | **Composition of the team**  The offeror shall:  a) Describe the availability of resources in terms of personnel and facilities required for the Terms of Reference.  b) Describe the structure of the proposed team/personnel, and the work tasks (including supervisory) which would be assigned to each.  c) Provide an organigram illustrating the office location (city and country), reporting lines, together with a description of such organization of the team structure, should be submitted.  d) For each of the key personnel provide the CV using the format provided [delete if not applicable]. | 30 |
| 3.1.1 | **Team leader**  **Qualifications required:**  Degree in media, journalism, photography, or artistic and technical education or equivalent (please describe); - 3  Fluent in Kazakh and Russian. -2  **Required skills:**  At least 5 years of experience in the field of media production (please describe); - 9  At least 3 years on media management roles (please describe); - 7  At least 3 years of experience in working on media hosting and online content platforms (please describe); - 4  Experience of targeting audience via online content platforms (please describe); - 2  Good knowledge in development programmes with a focus on human rights, women’s empowerment and/or gender equality will be considered an asset; - 3  Excellent organizational skills with attention to details; - 1  Be comfortable in public relations and in a multicultural environment (please describe); - 1  Portfolio with at least 3 similar working projects (please provide links to the portfolio and a brief description); - 4  Portfolio products exceeding 200 000 online views is an asset (please provide links to the portfolio and a brief description). - 4 | 40 |
| 3.1.2 | **Team member 1**  **Qualifications required:**  Degree in media, journalism, filming, photography, or artistic and technical education or equivalent; - 3  Fluent in Kazakh and Russian. - 2  **Required skills:**  At least 3 years of experience in the field of media production (please describe); - 9  At least 3 years of experience in script writing and storytelling, TV and visual production (please provide links to the portfolio and a brief description); - 5  At least 1 year of production on media hosting and online content platforms (please provide links to the portfolio and a brief description); - 4  Experience of targeting audience via online content platforms (please describe); - 2  Good knowledge in development programmes with a focus on human rights, women’s empowerment and/or gender equality will be considered an asset (please describe); - 3  Excellent organizational skills with attention to detail (please describe); - 1  Be comfortable in public relations and in a multicultural environment (please describe). – 1 | 30 |
| 3.1.3 | **Team member 2**  **Qualifications required:**  Degree in media, journalism, filming, photography, or artistic and technical education or equivalent (please describe); - 3  **Required skills:**  At least 3 years of experience in the field of media production (please describe); - 7  At least 3 years of experience in filming, video editing (please provide links to the portfolio and a brief description); - 6  At least 1 year of creating visual products for online streaming, media hosting and online content platforms (please provide links to the portfolio and a brief description); - 4 | 20 |
| 3.2 | **Gender Profile**  The offeror shall provide information on the gender profile of the organization:  [*Leave applicable options:*  *- Women-owned Business status – whether the entity is owned, controlled or managed by at least 51% women;*  *- Proportion of women in managerial position;*  *- Gender balance of the proposed project/team;*  *- Policies in place that contribute to gender equality;*  *- Details of any women-owned or women-led subcontractors that will be engaged in the project, including at different tiers of their supply chain;*  *- Gender parity policy in place;*  *- Commitment to the Women’s Empowerment Principles (*[www.weps.org/join) -](http://www.weps.org/join)%20-) *if more than 10 employees;*  *- Agreement to signing of the Voluntary Agreement to Promote Gender Equality and Women’s Empowerment* *in case of contract award* *- if less than 10 employees*;  *This criterion shall not exceed 3% of the total points (max. 20 of 700 points)]*  Good practices of gender-responsive companies can be found here: http://weprinciples.org/Site/CompaniesLeadingTheWay/ | 80 |
| **Total Points** for Section 3 | | 200 |
| **TOTAL POINTS** | | 700 |