

Section II: Schedule of Requirements

eSourcing reference: RFP/2024/50345 - Virtual event production and video production services for the Equator Prize 2024.

UNOPS, on behalf of UNDP, is seeking a media production company to support implementation of the Equator Prize 2024 Award Ceremony within the virtual Nature for Life Hub (TBC) or some other event led by the UN or its partners, including technical production, video production and design services for the Equator Prize 2024 Award Ceremony. The Equator Prize 2024 will be an integral part of a greater virtual or hybrid event– such as the Nature for Life Hub or other similar one.

1. Background

UNOPS is an operational arm of the United Nations, supporting the successful implementation of its partners' peacebuilding, humanitarian, and development projects around the world.

Based in the United Nations Development Programme's Bureau for Policy and Programme Support, the Global Programme on Nature for Development has the objective to help countries achieve the simultaneous eradication of poverty and significant reduction of inequalities and exclusion through nature-based solutions. This objective is achieved through several interrelated areas of work:

- Equator Initiative; www.equatorinitiative.org
- National Biodiversity Initiative, www.nbsapforum.net
- The Biodiversity Lab, unbiodiversitylab.org
- Online e-Learning Platform: www.learningfornature.org
- The Nature for Life Hub: <https://www.learningfornature.org/en/nature-for-life-hub-2021/>

The Global Programme on Nature for Development ("client"), along with the broader UNDP team and partners, will come together to create an interactive online event space that will allow participants to attend events that will showcase nature-based solutions in policy, in practice, in communities, in art – but most of all, in action. The flagship event that the media production company will need to produce is the Equator Prize 2024 Award Ceremony. The Equator Prize recognizes outstanding Indigenous and local communities advancing environmental protection and nature-based solutions for sustainable development.

The successful bidder will support the client team with three distinct but closely related outputs:

- 1) Technical and video production of the Equator Prize Award Ceremony as well as the intro anchor session of the day/session if the Award Ceremony were to be part of a broader multiple-day event series such as the Nature for Life Hub or other TBC.
- 2) (Post-) Production of all videos that will form the Equator Prize 2024 Award Ceremony.
- 3) Design and branding services related to outputs 1 and 2. As the Equator Prize will be part of the broader Nature for Life Hub or other similar event (TBC,) these services should be delivered in a coordinated and coherent manner.

2. Justification

The Sustainable Development Goals require equity, innovation, and stewardship of nature. The Equator Prize 2024 will award 10 Indigenous peoples and local community initiatives that are advancing nature-based solutions for local sustainable development. The award ceremony is tentatively scheduled for **October 3, 2024**. The winners will be featured in short, approx. 3-minute mini-documentaries, portraying community successes from the perspective of local community members. The production of the winners' videos will rely on footage and interview materials gathered through in-person meetings.

3. Development Objectives

UNOPS is seeking a media company

- To support in the **technical production of the Equator Prize Award Ceremony** and support a **TV-quality** broadcast of the event across multiple platforms
- **Produce videos for the Equator Prize 2024**
- **Support through editing of further short video segments of approximately 3 minutes**
- **Provide coordinated services related to updating existing design/branding/visual**
- Produce one **documentary-style short film of the duration of about 5 minutes.**
- **Provide support through limited editing of video segments provided**

Project design and scope of assignment

For the technical production and post-production of the Equator Prize Award Ceremony (see [here](#) for a 2023 example,) the successful bidder will be expected to support the client team to prepare for a seamless live execution of the full event. This includes:

- Provide technical support as needed in managing content flow and live streaming, as well as providing technical support for lower thirds and subtitles for all videos to be included in the Award Ceremony.
- Support event coordination for such anchor sessions through an individual or team of producers calling the show, playing videos in the right order, calling panelists etc. The client team plans for the vast majority of content to be pre-recorded and available prior to the day of the broadcast.
- Manage recording of segments of the anchor session (such as that of the MC or other keynote speakers) for use by the client team during and after the event.

For the production of the Equator Prize 2024 Award Ceremony videos, the successful bidder will be expected to guide the client team in imaginative storytelling to capture both the human element and policy relevance of Equator Prize 2024 winners in a succinct yet artful manner.

This includes:

- Collaboratively review winners' stories with the client team and agree on storylines to be conveyed through the videos.
- Work collaboratively with the client team to finalize scripts and storytelling goals while taking lead on the creative development of compelling, beautiful and inspiring mini-films ([here](#) for examples of the 2023 Equator Prize videos)
- Provide professional voice overs for the film/s where necessary.
- Review all existing footage collected from the communities and catalog footage, to identify opportunities and footage gaps with regards to b-roll, interviews, and other possible elements in the community-provided assets. Archival and stock footage may be used as well in some instances. It is the bidder's responsibility to acquire such footage.
- Create a sound plan to source footage needed to curate all individual films and liaise with communities and partners to source necessary materials.
- Identify opportunities to close gaps in audiovisual assets where necessary, for example through photos/stills provided by communities, graphics, or graphic animations, archival or stock footage, remote conducting of interviews through phone calls/WhatsApp/Zoom or other suitable means. Existing archival footage from previous Equator Prize cycles may be available for this purpose and will be provided by the client team if suitable. **Note: Assume that about half the winners will have sufficient high- or medium-quality footage; about half will have insufficient or low-quality footage that may require substantive efforts to close footage gaps through in-person and remote interviews, etc.**
- Work with the client team on two rounds of substantive feedback (first draft, second draft, final draft, final product).
- Provide animation where necessary to close gaps in footage and/or to convey complex messaging.
- Procure any editorial talent internationally and/or locally as required to complete project deliverables, including, but not limited to senior editors, assistant editors, director(s), graphics designers, animators, sound engineers and technicians.

- Supervise the post-production team and work closely with the client team to ensure project cohesion and consistency with the themes, vision, and style of the Equator Prize.
- Sort and process all raw archival material assets available to support the production.
- Organize travel to locations as necessary and ensure that the bidder has enough qualified team members to be able to gather locally quality footage and interviews content in the 10 different communities selected for the Equator Prize 2024 **between June and August 2024**.
- Create and deliver videos in time for the Equator Prize Award Ceremony.
- Provide production of the full Equator Prize Award Ceremony (as part of the Hub or other broader event) with editing tasks.
- Create and deliver the short films in time for approval ahead of the Equator Prize Award Ceremony (i.e. at least seven business days ahead of the ceremony.)

For the provision of coordinated services related to updating the design/branding of the Equator Prize (to match the overall Hub or other broader event of which it'll be part of,) the successful bidder will be expected to update existing visual branding.

The client team will play a significant part in the roll-out of the campaign. Visual and content coordination will ensure a cohesive appearance of the Equator Prize and the Nature for Life Hub or broader event or series thereof that it'll be part of, communicating that one is part of the other while maintaining the distinct brand of the Equator Prize as community award.

This will include:

- Produce one teaser video of 59 seconds duration to allow for direct play on Instagram, Twitter, and Facebook. Script to be provided by the client team.
- Produce one documentary-style short film of the duration of about 5 minutes to be the introductory or recap video for the full Award Ceremony.
- Under guidance and with inputs of the client team, update cohesive, coordinated visual identity for the Equator Prize 2024, including usual elements of mini-documentaries (title graphics, lower thirds, end cards etc.), in line with style used for animations for the overall event.

During the contract period, the successful bidder will meet virtually at defined intervals with the client team. No travel is foreseen for meetings with the client team; however, some (strictly necessary only) travel should be budgeted in proposals for meetings with the awardees within their communities.

4. Key Deliverables

Output 1: Technical production of the Equator Prize 2024 Award Ceremony and introductory/recap video for Award Ceremony session, including

- Production and implementation of a **One TV-style broadcast** with the ability to **live-stream on different platforms** (at minimum Facebook, YouTube, Twitter, and dedicated event website) with logos, banners, high-resolution graphics, screen and video shares
 - Support to the development and management of a detailed run of show
 - **Virtual “green room”** for panelists, moderators, speakers, if necessary
 - **Preparation of speakers in advance of the event to ensure adequate computer/tech setup**, sounds, lighting, bandwidth, camera angles etc., with availability of reasonable number of preparation opportunities commensurate with number of video segments needed
 - **Testing of all pre-recorded** materials is required for content delivered up to 7 business days before the Award Ceremony, with reasonable accommodations for content delivered after
- **Provision of technical setup** to stream the Equator Prize Award Ceremony on multiple platforms, including English subtitles throughout the ceremony.
- **Delivery of a user-friendly toolkit** to be shared with the client team and partners well in advance of the event to answer any technical questions on the platform.
- **Delivery of recordings** from the whole award ceremony and the separate video segments contained in it for future use on the client team's digital properties.
- Project management to liaise between client team (or partners designated by client team) with one focal point and successful bidder's team

Output 2: (Post-) Production of videos for the Equator Prize 2024 Award Ceremony and related editing

All raw footage related to the Equator Prize winning communities will be provided by the winning organizations themselves and gathered by the bidder's team during the visits to the local communities who'll be awarded the prize. The successful bidder may need to supplement with a modest amount of archival/stock footage, where adequate, and should budget accordingly. In addition, footage from previous prize cycles may be used and if suitable, would be provided by the client team. The successful bidder will deliver the following final products:

- **Completion of 10 short videos/mini-documentaries (of 3-4 minutes) in HD resolution** spotlighting each prize-winning community, following technical specifications laid out by the client team and delivered at the onset of post-production:
 - Scripting and creative direction for compelling storytelling, aligning Equator Prize-related policy messaging and community-specific success stories, in coordination with client team
 - Mix of existing video footage with graphic animation (where necessary to cover footage gaps, based on existing photo assets from the winner communities)
 - Music as appropriate
 - Simple, brief map graphics, highlighting location of each organization (1 per video)
 - Simple lower thirds, title and end cards, coordinated with visuals for the Hub or other overarching event
 - Voiceover through community voices where such audio is available. No VO narration through VO artists is envisioned.
 - Subtitles as necessary when community voices are not in English. *Client team will provide translations where necessary.*
 - Sound design/mixing
 - Optimized for social media for use after the event
 - Assume use of up to 30 seconds of archival/stock footage per video (average of 6 shots at 5 seconds each)
- In addition to graphic animation requirements listed above, **production of 4 title animations of approx. 15 seconds each (either through graphic animation and/or through overlay of footage with text, or combination of both): One to open the ceremony and one each for 3 thematic categories**
- Provision of minor editing/post-production services for the Equator Prize Award Ceremony.
 - **Add subtitles** and lower thirds to videos featured in the award ceremony that are provided by third parties (such as acceptance speeches, statements by dignitaries, etc.), combine videos that will be played back-to-back during the Award Ceremony (without live interaction in between), and similar tasks.
 - **Video files and relevant inputs** such as text for subtitles will be provided by the client team.
 - **Assume approx. 60 minutes** of such additional materials that will need to be lightly edited and combined.
- Provision of any edit hire and equipment required to complete the post-production process
- Procurement, subcontracting and management of any additional talent required
- Produce **one documentary-style short film of the duration of about 5 minutes** to be the introductory or recap video for the full Award Ceremony. Scripts and coordination support will be provided by the client team.

Additionally, may be requested to arrange for the following tasks to be completed:

- May work with graphic designers, sound composers, and others in the development of manuals, soundtracks, or related materials for use in conjunction with audiovisual production.
- Advice on selection, use, and design of audiovisual material.
- For these 10 mini-documentaries the production company might need to travel to location or use their local staff to gather footage from the ground.
- Interactions will happen virtually only. The in-person meetings might need to happen with the community members or Indigenous leaders belonging to the EP winning organizations. Those meetings will be aimed at running interviews with those individuals and gathering footage about the work of their initiative on the ground in order to produce a mini-documentary about the initiative itself that will be featured by the Equator Initiative during the flagship award ceremony.
- The meetings with the community representatives, we won't be able to know the country or

locations for those meetings, since the EP cycle is currently rolling and the names of the winning organizations won't be known until at least May 2024. Only then we'll be able to provide indications about where each community is located.

Output 3: Media agency services for outputs 1 and 2 related to refresh of design/branding, including

Output 3.1: Trailers

- Trailer video for each of the Equator Prize Award Ceremony (**max. 59 seconds** to allow for Instagram playing) for promotion prior to the event. May also use archival/stock footage and/or footage provided by client team to complement, although original 2024 footage is highly preferred.

Output 3.2: Refresh existing design and branding for the Equator Prize

- Event design refresh
- Event branding
 - o In line with visuals and logo, development of event brand (including colors, fonts, backgrounds etc.) to be used for promotion and during the Hub
 - o Creation and organization of template for event title cards, lower thirds
 - o Creation of template for speaker introduction cards

The client team will support content creation and provide existing assets.

Monitoring and Reporting

- Submission of a report, in discussion with the client team that includes but is not limited to final deliverables, and promotional materials. The report should be delivered to UNOPS by 19 September 2024.

Copyrights, Patents and other Proprietary Rights

The United Nations shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights, and trademarks, regarding products, or documents source footage and any other materials which bear a direct relation to or are produced or prepared or collected in consequence of or in the course of the execution of this Contract.

Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to the United Nations in compliance with the requirements of the applicable law.

Qualifications and Competencies

- **A minimum two (2) years of** professional online technical event production, with proven ability to produce TV-style online event series for streaming on multiple platforms
- A minimum **2-years+ video production** experience in professional video post-production, required, including previous significant experience with managing complex projects, experience with event and video production in politically sensitive contexts;
- Experience in direct projects using professional editing software such as Adobe Premiere or Final Cut Pro or similar; and experience in post-production for videos on topics of environment and international development, or humanitarian issues, or Indigenous peoples/local communities required;

5. Expected Payments Schedule,

Payments will be made against each milestone deliverable outlined in the work plan to be elaborated at the beginning of the contract and only paid upon the UNOPS acceptance of the work performed.

The terms of payment are net 30 days after the receipt of the invoice and acceptance of work. Payments will be made at the intervals mentioned below:

Deliverable	% of the payment	Expected Date
Submit the approved work plan including timelines for all three outputs.	20%	30 April 2024
Upon the submission of first draft versions for eight of the short videos	25%	13 August 2024
Upon the submission of a progress report/evidence of preparations for the Equator Prize Ceremony according to plan	25%	25 September 2024
Upon the completion of services and submit the final invoice	30%	9 October 2024

6. Supplemental Reference Information:

Person to Supervise the Work/Performance of the Service Provider	Senior Technical Manager, Global Programme on Nature for Development, and Portfolio Manager, Sustainable Development Cluster – Development & Special Initiatives Portfolio, UNOPS
Frequency of Reporting	Minimum of reporting every other week, with additional reporting occurring on an as-needed basis as event approaches, as handled by the Senior Technical Manager or any other project personnel she designates
Progress Reporting Requirements	Regular virtual meetings during the project activities, with a kick-off meeting at the beginning and further recurring meetings upon mutual agreement.
Location of work	Remote. No travel costs should be assumed.
Expected duration of services	From contract issuance through 9 October 2024.
Implementation Schedule indicating timing of activities/sub-activities	<p>For Output 1:</p> <ul style="list-style-type: none"> - Mid-April: Kick-off meeting. Bidder team is in touch with the client team. - By late May: Bidder starts getting in touch with relevant focal points within each one of the 10 local communities in collaboration with client team and a travel schedule is locked in and organized by bidder in coordination with the interested communities in order to gather all necessary footage from all communities between June and mid-August 2024. - June-August: definition of run of show and production of all videos necessary to produce the Equator Prize Award Ceremony - Mid-September: the full pre-recorded Equator Prize Award Ceremony is submitted to the client team for final review. <p>For Output 2:</p> <ul style="list-style-type: none"> - Mid-April: Kick-off meeting. Client team is in touch with client team - By late May: Bidder starts getting in touch with relevant focal points within each one of the 10 local communities in collaboration with client team and a travel schedule is locked in and organized by bidder in coordination with the interested communities in order to gather all necessary footage from all communities between June and mid-August 2024. - By late May/beginning of July: Review of existing footage with client team, discussion of storyboards - By early July: review of draft story arcs and key messages for community statement and individual Equator Prize winner videos - By 1 August: First drafts of at least eight of the short videos are ready for review

	<ul style="list-style-type: none"> - By 19 August: Second drafts of all short videos are ready for review - By 16 September: Final versions of the 10 individual videos are delivered - By 20 September: Social media optimized versions are delivered; minor editing services are completed to finalize the Ceremony - 3 October: Equator Prize Award Ceremony as part of the Hub or other broader event. Please note the 3 October date is tentative only. There's a possibility the Award Ceremony date will shift of a week earlier or later. <p>For Output 3:</p> <ul style="list-style-type: none"> - Mid-April: Kick-off meeting - By early July: Visuals and design elements are drafted - By late July: Visuals and design elements are finalized, roll-out starts - By 5 August: Delivery of the trailer video and finalization of assets for use in social media campaign - Delivery of further outputs on rolling basis and upon mutual agreement. - By 9 October: Delivery of impact report.
Special Security Requirements	Standard cybersecurity protocols are expected.
Names of individuals who will be involved in completing the services	UNOPS: <ul style="list-style-type: none"> - Senior Technical Manager, Global Programme on Nature for Development - Other UNOPS/UNDP personnel as needed
Value Added Tax on Price Proposal	Must be exclusive of VAT and other applicable indirect taxes
Person(s) to review/inspect/ approve completed services and authorize the disbursement of payment	Senior Technical Manager, Global Programme on Nature for Development