**TERMS OF REFERENCE**

**PRODUCTION OF AN ADVOCACY VIDEO**  
**DOCUMENTING GOOD PRACTICES ON THE ESTABLISHMENT AND EXPANSION OF YOUTH DEVELOPMENT CENTERS IN UMNUGOBI PROVINCE**

**Type of Contract:** Professional Services Contract

**Required service:** Production of an advocacy video showcasing the impact of UNFPA Mongolia’s Adolescents and Youth Development Programme in Umnugobi Province in Mongolian and English languages

**Location:** Ulaanbaatar and in Umnugobi province, Mongolia

**Video Language Required:** English and Mongolian languages, and sign language in Mongolian

**Expected Start Date:** 3 March 2025

**Timeline:** 18 April 2025

**Background**

Since 2013, the United Nations Population Fund (UNFPA)’ Adolescents and Youth Development programme, in partnership with international donors and the Government of Mongolia, has initiated and supported many innovative interventions that focus on youth development in local communities.

One of such developments is the establishment of Youth Development Centers (YDCs) to provide youth-friendly services across the country. Initially piloted in selected 16 provinces and 9 districts in Ulaanbaatar, these centers have offered adolescents and young people access to life skills training, sexual and reproductive health (SRH) information, and leadership development opportunities. The positive outcomes from these early efforts underscored the importance of targeted, youth-focused interventions—particularly in remote communities—to enhance the overall well-being, engagement, and leadership potential of Mongolia’s younger generations.

A landmark moment arrived in 2017 with the approval of the Law on Supporting Youth Development[[1]](#footnote-1), which formally institutionalized the YDCs into the government structure. Under this law, the YDCs have been receiving the state budget allocations for operational costs and two staff salaries. As a result, national and sub-national governments became officially responsible for managing the YDCs in line with guidelines[[2]](#footnote-2) set by the Ministry of Labour and Social Protection (MLSP). There are currently 46[[3]](#footnote-3) Youth Development Centers (YDCs) operating across all 21 provinces under the Government of Mongolia’s structure, providing standardized[[4]](#footnote-4) youth development services that enable young people from diverse backgrounds to build critical life skills, boost self-confidence, and meaningfully contribute to local development by practicing their leadership potential.

A noteworthy example of this model can be found in Umnugobi province, where the YDCs have been expanded to all soums through a collaborative effort involving the provincial government, private sector partners (such as “Oyu Tolgoi” LLC), and UNFPA. This initiative illustrates how strong local leadership, sustainable public-private partnerships, and responsive youth services can drive meaningful social impact in local community. By documenting the best practices and success factors that have made Umnugobi a “model province,” future expansions and adaptations can be advocated to key stakeholders—ensuring that more young Mongolians benefit from robust, accessible, and sustainable YDCs.

**The Youth Development Centers in Umnugobi Province**

* **2014–2016**  
  The YDCs were piloted in Umnugobi’s Khanbogd and Tsogttsetsii soums. These initial centers sought to address the unique challenges faced by youth in remote, rapidly developing areas, offering life skills education and safe spaces for community engagement.
* **2017–2020**  
  Building on achieved foundations, UNFPA and private sector entities—most notably “Oyu Tolgoi” LLC—collaborated to expand the YDC services across additional three soums in Umnugobi. This effort focused on communities undergoing rapid socio-economic changes due to mining activities and in-migration, ensuring that adolescents and youth gained access to vocational training, sexual reproductive health (SRH) information, and leadership development.
* **2021**  
  Demonstrating strong local government leadership, the Umnugobi Governor’s Office scaled up the YDCs to all 14 soums, positioning Umnugobi as a “model province” for youth development. This commitment has showcased how strategic partnerships and sustainable support can broaden the reach and impact of youth-focused services in a short time.

As of today, 14 YDCs operate in Umnugobi province, expanding opportunities for youth across the province. Umnugobi continues to lead by example, offering a diverse array of services—from digital literacy and vocational skills training to safe spaces for community interaction—while highlighting the essential role of government commitment and effective private-sector collaboration.

Given Umnugobi’s success in creating a thriving, province-wide network of the YDCs, UNFPA Mongolia plans to document and showcase the establishment and expansion of these centers. By capturing best practices and tangible results, this promotional and advocacy video will demonstrate how the YDCs can transform the lives of adolescents and youth in rapidly evolving, resource-rich regions. Moreover, it aims to encourage an increase of investment—both from public authorities and private stakeholders—and inspire other provinces to adopt similar models for youth development.

**SCOPE OF WORK**

1. **Objective**

The objective of this promotional video is to tell a compelling story of the innovative partnerships and community-driven efforts that fueled Umnugobi’s YDC expansion.

Specifically, it will:

1. **Highlight Collaborative Success**

Show how private sector involvement, local government commitment, and UNFPA’s technical support have collectively built a robust network of youth services.

1. **Showcase Impact and Inspiration**

Feature real-life testimonials and success stories from the YDC staff, young beneficiaries, and local stakeholders, illustrating the transformative effect these services have had on individual lives and communities.

1. **Encourage Broader Stakeholder Engagement**

Motivate policymakers, development partners, and the private sector to invest in youth development and replicate Umnugobi’s proven model, thereby expanding opportunities for young people across Mongolia.

The selected video production service provider will be responsible for:

1. **Concept Development**:
2. **Review of Relevant Materials**

Examine all pertinent information on the establishment and expansion of Youth Development Centers (YDCs) in Umnugobi, including background documentation, partnership models (with government and private sector entities like “Oyu Tolgoi” LLC), and UNFPA’s strategic objectives in youth development.

1. **Stakeholder insights**

Identify the key partners involved in Umnugobi’s YDC initiatives, focusing on their objectives, contributions, and the resulting outcomes for young people.

1. **Create concepts**

Develop at least three distinct creative approaches (styles, tone, structure) for the video that will resonate with target audiences—such as policymakers, potential donors, local governments, and youth—ensuring alignment with the overall goal of advocating for increased investment in youth development.

1. **Storyboard & Script**

Develop a detailed storyboard and script outlining the narrative part ?, key messages, personal stories, and visuals (e.g., interviews, on-site footage, and materials) that will best illustrate the success and impact of Umnugobi’s YDC model. The script should be in Mongolian and English languages

1. **Distribution Strategy**

Propose a plan for disseminating the video across relevant communication channels (social media, TV broadcasts etc.).

1. **Production of the Video:**
2. Manage logistics for video production, including filming locations, equipment, talent, and crew.
3. Conduct interviews and capture footage showcasing the programme's impact and effectiveness.
4. Utilize quality video recording equipment and professional filming techniques.
5. Employ advanced editing, graphics, and animations to enhance the video's quality and impact.
6. In Mongolian version: integrate music and sign language to ensure accessibility for people with hearing impairment

In English version: Integrate music and clarity of voice over to ensure accessibility for English speaking community

1. Requirement for the Final videos:

* Length of the video: Not exceeding 13 minutes – further length should be discussed and agreed with UNFPA.
* The video must be delivered in 4K (3840x2160) or HD (1920x1080) resolution for high-quality visuals.
* Stereo Audio: The audio should be in stereo (2 channels) at a minimum.
* Background Music: Use non-intrusive royalty-free music.
* Subtitle: The documentary should include sign language interpretation.
* Color Grading: The video should be color-corrected and graded to ensure consistency and proper visual aesthetics.
* Lighting: Proper lighting should be used to ensure that visuals are bright and clear, particularly for interviews or on-location shoots.
* UNFPA Branding: The video will be branded with the UNFPA logo, its donor and counterparts as guided by the Media & Communications analyst of UNFPA Mongolia.
* Rights and Permissions: Ensure all necessary permissions for music, footage, and talent.
* Delivery Method: Deliver the video through a secure online file transfer service, such as FTP, Google Drive, or Dropbox.
* Social Media Format: In addition to above, the video will be optimized for social media platforms (e.g., YouTube, Facebook, Instagram).
* The company must obtain and manage informed consent from all participants, including vulnerable groups, and ensure the privacy and dignity of individuals are respected throughout the production process.

1. **Collaboration and Communication:**

* Maintain regular communication with UNFPA Mongolia's Adolescents and Youth team for inputs and feedback.
* Collaborate to ensure an accurate representation of the programme's objectives and impact.
* Address concerns promptly, providing solutions and obtaining approvals.

1. **Compliance and Ethics:**

* Adherence to UNFPA's ethical standards and principles, including respect for confidentiality, privacy, and the rights of beneficiaries and participants.
* Compliance with legal and copyright regulations, ensuring that all materials and content used in the promotional video are appropriately sourced and cleared for use.

**Institutional Arrangement**

The service provider will be monitored by the UNFPA Adolescents and Youth team. Regular updates and draft versions will be shared for review and feedback. UNFPA will not provide office space or equipment.

**Timeline expectation**

Phase 1. Pre-production (concept, script/storyboarding, site selection and logistics planning) – 2 weeks

Phase 2. Production (setup, filming, editing for UNFPA’s first review) – 2 weeks

Phase 3. Post production (UNFPA feedback, final edit, and submission of the final deliverable) – 2 weeks

**Logistical Arrangements**

Field trips outside Ulaanbaatar are required. UNFPA will provide DSA and transportation as per travel policy. Service providers are responsible for their own transportation within Ulaanbaatar.

**Key deliverables and payment schedule**

The following schedule will be followed for the payment according to the key deliverable defined.

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| --- | --- | --- | --- |
| **№** | **Key deliverables** | **Deadline** | **Installment & Conditions for payment** |
| 1 | Final video | Within 6 weeks upon signing the contract | 100% fee will be paid upon completion of the final deliverable accepted by UNFPA |

UNFPA will process payments upon completion and acceptance of all deliverables. The general term for payment processing by UNFPA is within 30 calendar days upon receipt of the invoice from the Service provider.

Copyright and ownership of all documents and videos produced within this service will remain with UNFPA.

**Qualifications and requirements for the service provider**

*Expertise and Experience of the organization:*

* The company should have a minimum of 3 years of demonstrated experience in developing and producing high-quality promotional videos. While experience with social development programs or similar initiatives is advantageous, it is not required. Companies that demonstrate strong creativity and technical skills in other contexts are encouraged to apply, as these core strengths can effectively convey the desired message.
* Proven expertise in storytelling and creating impactful narratives through video content.
* Strong portfolio showcasing previous work in video production, including examples of promotional videos and relevant projects.
* The company should have experience in preparing content for various distribution platforms, including online platforms (e.g., YouTube, Vimeo, social media), broadcast TV, and UNFPA’s internal platforms.
* The company that is familiar with the field of Adolescents and Youth development, Sexual and Reproductive Health, and Gender Equality issues would be an advantage.
* The company should have a strong reputation for professionalism, reliability, and the ability to deliver high-quality work on time and within budget.
* The company should have experience of working with sign language interpreter, producing English-language products or translation of the documentary to reach diverse audiences.

*Technical skills of the team and equipment:*

The company should have a team of professionals with the following skills and qualifications:

* A skilled and professional team including videographers, cinematographers, editors, and other necessary personnel.
* Proficiency in video production, including filming, editing, and post-production techniques.
* Excellent knowledge of industry-standard video editing software and equipment.
* Create visually appealing and engaging videos, with a strong understanding of visual composition, lighting, and sound design.
* Excellent knowledge in integrating graphics, animations, and other visual elements to enhance the overall quality of the video.
* Excellent project management skills, including the ability to adhere to timelines, meet deadlines, and deliver high-quality work within the agreed-upon schedule.
* Effective communication skills to ensure regular updates, feedback, and coordination with UNFPA Mongolia.
* Excellent knowledge and access to use high-quality video recording equipment and necessary production resources.
* Ability to manage the logistics of video production, including coordination of talent, locations, and equipment.

1. *Government of Mongolia. Law on Promotion of Youth Development.2018* [↑](#footnote-ref-1)
2. *Ministerial order No A/07 on the “Youth development center guideline” approved on 16 January 2018.* [↑](#footnote-ref-2)
3. *YDCs operate in all 21 provinces, 6 districts of Ulaanbaatar, and 18 soums—14 in Umnugobi and one each in Sukhbaatar, Bayan-Ulgii, Zavkhan, Uvurkhangai, and Selenge provinces.* [↑](#footnote-ref-3)
4. *The Youth Development Service Standard, which outlines the general requirements for our youth development activities, approved by the Mongolian Agency for Standardization and Metrology in 2023.* [↑](#footnote-ref-4)