



UNITED NATIONS CHILDREN'S FUND
SUDAN COUNTRY OFFICE

TERMS OF REFERENCE (TOR) FOR INDIVIDUAL CONSULTANTS AND INSTITUTIONAL
CONTRACTORS

Project/Program Title: Communication and Advocacy

Position Title/Services description: Videographer

Duration of Contract: Duration of LTA 2 Years 2019-2021

Duty Station: Khartoum with travel to the field

1. Background:

Visuals and audio have the greatest impact on quick conceptualization and contextualization of issues facing children in Sudan today. Strong and compelling visuals are an essential part of both telling the story and documenting the efforts of UNICEF.

UNICEF Sudan Communication section needs to contract visual professionals on a Long-Term Agreement (LTA) for Video documentation of all field activities, events, happenings and any other assignments relevant to UNICEF work in Sudan.

2. Purpose of Assignment

Video documentation and production videos of different program activities

1. Basic objectives of consultancy/contractor (assignment) services (2-5 Objectives).

Video documentation and production of different activities, events and any other assignment relevant to UNICEF Sudan's focus areas and projects. The expected video material outputs shall include documentaries, public service announcements (PSAs) and advocacy pieces

A. **Objective 1:** Rendering the original text in English or Arabic clearly conveying the meaning and preserving style, technical and grammatic norms specific to the target language and in tandem with UNICEF Editorial style while adhering to the UNICEF Style Book.

Key Activities/Tasks	Output(s)/Deliverable(s)	Expected Time frame
Video documentation and production of different activities, events and any other assignment relevant to UNICEF Sudan's focus areas and projects.	<ul style="list-style-type: none">- Draft scenarios and implementation plan shall be submitted prior to shooting- A primary rough cut of the footage will be reviewed for further editing and enhancing based on feedback from the communication team and relevant section before the finalization of the video material.- Final edit (including addition of narration & music, colour & sound	Upon service request and prior service agreement

	<p>correction and any other graphical effects/additions needed) according to UNICEF guidelines for video production and multi-media documentation.</p> <ul style="list-style-type: none"> - Submission of the final video material in 2 sets; a- High quality, b- Compressed quality for uploading and sharing on the various internet venues - Script and shot list with full names, ages and titles of each character in the story 	
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3. Evaluation Criteria: As outlined on page#3 & 4

4. Qualification or specialized knowledge/experience/expertise required for the assignment:

- Proven track record / portfolio of work doing development photography / film work
- At least 8 years of professional experience in video and filmmaking
- Resides in Khartoum and has no limitation on travel to the field
- Language skills both English and Arabic
- Sudanese national
- Demonstrates integrity by modelling UNICEF's values and ethical standards of reporting on children.
- Demonstrated openness to change and ability to manage complexities.

5. General Terms and Conditions of the Contract:

- UNICEF commits to a per diem of the amount equivalent to UNICEF DSA per night spent in the field, paid in advance.
- LTA holder will arrange for his/her own accommodation and **transportation from and to field locations**
- LTA holder will arrange for all the necessary video permits. UNICEF will assist when and if necessary.
- LTA holder shall be reimbursed for travel cost upon submission of invoices in case of authorized travel.
- LTA holder will not be entitled to payment of overtime. All remuneration must be within the contract agreement.
- LTA holder will be required to have all necessary equipment and software necessary for completion of requested products.
- No contract may commence unless the contract is signed by both UNICEF and the LTA holder.
- Ownership and copyright of all written materials produced by the LTA holder will remain with UNICEF. The LTA holder may not use work produced under this contract for other purposes without the prior written permission of UNICEF

Annex 1 Proposal Evaluation Criteria (Technical and Financial, and Minimum Contents of Proposal)

The proposals will be evaluated against the Technical Evaluation Criteria (60%) and Price Proposal Evaluation Criteria (40%). The details of the Evaluation Criteria and the minimum content of the technical and financial proposal is as below.

Technical evaluation criteria:

All technical proposals will be evaluated using the evaluation criteria as indicated below. Bidders are advised to devote chapters of their submissions to demonstrate each of the criteria and be consistent with the tasks detailed in the ToR under Section #. Bidders are advised to avoid submitting brochures and pamphlet that have no direct bearing on the requirements under this RFP.

Category	Points allocated to each factor
1.Organizational Capacity and Quality Control 1.1. Credential of the organisation in terms of reliability, experience, and capacity: a) Organization's/institution's background and experience in conducting qualitative content using the latest equipment's to ensure the best audio-visual quality. b) Understanding of the purpose of the assignments to be completed as well as results expected to be achieved under the Terms of Reference through brief introduction/overview of the assignment. Clear presentation of thoughts in a logical sequence.	(11) 3 8
2: Adequacy of the proposed work plan & approach 2.1. Approach a) Creating high quality audio-visuals with a realistic timeline of submission adhering to the program's requests. b) Proposed quality control mechanism for documentation, oversight, and supervision. c) Risk management and flexibility of proposal in the context of needs to make changes regarding time, duration, location, and kind of audio-visuals (animation, short film, etc)	(29) 10 3 3
2.2. Planning and Schedule: a) Background and experience of implementation team; adequate and right staff combination in relation to the respective expected outputs of the assignment. Lead Evaluator has at least 8 years of professional experience in production. b) Proposed supervision and implementation plan with timetable and key indicators as per ToR.	10 3

Category	Points allocated to each factor
3: Expertise of the organization:	(20)
a) Proven track record of previous experience producing high quality audio-visuals.	10
b) Expertise in documenting and producing high quality videos/audio-visuals.	5
c) Demonstrated experience in working with large stakeholder group (UN, international development organizations, government departments, NGOs, etc.) in documenting and producing high quality content for public and donors.	5
Total Marks	60
Minimum score for technical compliance	42
Total Maximum for Commercial evaluation (Overall Price)	40
TOTAL POINTS (Total of combined evaluation)	100