

# TERMS OF REFERENCE FOR IACCELERATOR VIDEO

<b>TERMS OF REFERENCE (to be completed by Hiring Office)</b>	
Hiring Office:	UNFPA ESARO
Purpose of consultancy:	<p><b>Background</b></p> <p>The UNFPA Regional Office for East and Southern Africa (ESARO) has committed to fostering innovation and creativity and encouraging the adoption of innovative approaches. Recognizing the latent potential for innovation within the organization and the key role that investing in youth and cultivating new partnerships plays in innovation, ESARO with funds from DFID recently developed a programme that includes in its objectives:</p> <ul style="list-style-type: none"> <li>• brokerage, development and support of strategic results oriented partnerships that contribute towards achieving an increase in the availability of robust evidence and proven innovation relating to SRH and the improved awareness of, access to and uptake of family planning and SRH services across the ESA region, with a focus on women and adolescent girls.</li> <li>• generation and increased availability of up to date, robust evidence and innovation in the ESA region to inform design, planning, scale up and delivery of quality SRH, MNH and FP services or women and youth.</li> </ul> <p>As part of this programme, ESARO developed an initiative called the Innovation Accelerator (“iAccelerator”): a mentorship-driven acceleration program supporting young entrepreneurs with seed funding, training and skills development to generate innovative solutions in response to challenges related to Sexual and Reproductive Health services, sexuality education, family planning, maternal health and other population development issues in line with UNFPA’s mandate.</p> <p>The sustainability of the Innovation Accelerator is related to its capacity to reach and engage its target audiences, which include private and non-private actors, high level funding bodies, donors and investors to young social entrepreneurs between the ages of 15-34 across a number of countries in East and Southern Africa. In particular, there is a need to showcase the iAccelerator to potential partners and donors that can facilitate scale up of the model. This requires developing high-quality content and presenting it in a streamlined and crystal-clear narrative that effectively describes the iAccelerator approach, while highlighting the human impact of the initiative in the countries where it has been implemented so far: Kenya, Uganda, Rwanda and Tanzania. The purpose of the consultancy is to develop video content covering implementations of the Innovation Accelerator in three of the four countries involved.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<p>UNFPA ESARO is seeking to recruit a team of video-makers to produce:</p> <ul style="list-style-type: none"> <li>• <b>1 promotional video</b> of 2 to 5 minutes which describes the iAccelerator’s approach and processes. The video should include portraits of key stakeholders involved in the initiative, quotes, and figures showcasing the impact of the initiative, also including visual animations.</li> <li>• <b>3 country videos</b> of 5 to 10 minutes each narrating the case studies of the iAccelerator in Rwanda, Tanzania, Uganda. Institutions, start-ups, investors, advisors should be featured in the video to describe their role and experience in the initiative.</li> <li>• <b>9 short teasers/trailers</b> (at least 2 about each country, plus 3 general on the initiative) of 15 to 45 seconds for dissemination on social media.</li> </ul> <p>All videos should be delivered in a format that is suitable for airing on international channels/networks (e.g.: CNN African Start-Up, BBC, Al Jazeera).</p> <p><b>Activities</b></p> <p>The project will span across 4 phases :</p> <p><b>1. Pre-Production</b></p> <ul style="list-style-type: none"> <li>• <b>Inception:</b> the team will meet virtually with the iAccelerator team in ESARO to agree on deliverables and discuss practical arrangements including making the necessary introductions with Country Offices involved in the initiative. The team will then make arrangements with Country Offices regarding travels, identification of key people to be interviewed, shooting locations.</li> <li>• <b>Preliminary interviews:</b> all protagonists chosen for the videos will be interviewed remotely prior to filming;</li> <li>• <b>Script and Director’s Notes:</b> a written script and visual director’s notes are submitted to ESARO for approval;</li> <li>• <b>Production plan:</b> The team will deliver an inception report to ESARO including a detailed production plan. The plan must be approved by ESARO in order for the team to begin the next phase (Production).</li> </ul> <p><b>2. Production</b></p> <ul style="list-style-type: none"> <li>• <b>Shooting:</b> 13 cumulative days of shooting in three countries.</li> </ul>

	<p><b>3. Post Production</b></p> <ul style="list-style-type: none"> <li>● <b>Editing:</b> a draft version of the videos before the final delivery will be submitted to UNFPA. Two rounds of feedback are to be factored in the proposal.</li> <li>● <b>Sound mixing / color correction / graphics:</b> once the mix is done and graphics are approved this version will be considered a final version. Any additional changes could be subject to an extra budget.</li> </ul> <p><b>4. Delivery</b></p> <ul style="list-style-type: none"> <li>● Unique delivery of all the videos and of the raw footage</li> </ul>
Duration and working schedule:	From 14 June 2017 to 22 August 2017.
Place where services are to be delivered:	The shooting will take place in Uganda, Rwanda, Tanzania. Post production will take place remotely.
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p><b>Delivery dates</b></p> <ul style="list-style-type: none"> <li>● <b>Pre-Production:</b> Between June 14 and June 28;</li> <li>● <b>Production:</b> Between June 29 and July 21;</li> <li>● <b>Post Production:</b> Between July 24 and August 21;</li> <li>● <b>Delivery:</b> By August 22, electronically.</li> </ul> <p><b>Payment schedule</b></p> <ul style="list-style-type: none"> <li>● June 14: 35% of total budget</li> <li>● Upon completion of Production phase: 25% of total budget</li> <li>● Upon final delivery: 40% of total budget</li> </ul>
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>● Script and director's notes to be approved by UNFPA prior to shooting</li> <li>● A production plan to be approved by UNFPA prior to shooting</li> <li>● 1 promotional video of 2 to 5 minutes</li> <li>● 3 country videos of 5 to 20 minutes each</li> <li>● 9 clips of 45 to 90 seconds</li> <li>● full raw footage</li> </ul> <p>More detailed deliverables are outlined under "Activities".</p> <p>The team leader will submit progress updates upon completion of each phase, attaching all deliverables indicated for the phase. Delivery dates are indicated above.</p>
Supervisory arrangements:	The team leader will report to the Innovation and Knowledge Management Specialist in ESARO.
Expected travel:	Travel is expected to Uganda, Rwanda, Tanzania. Travels to be organized in collaboration with Country Offices who will make arrangements for shooting venues and presence of stakeholders to be interviewed.
Required expertise, qualifications and competencies, including language requirements:	<p>It is expected that the proposal will include profiles of the team assigned to the project, including the following key profiles. The responsibilities mentioned under each profile are indicative and flexible.</p> <p><b>Producer - Team leader</b></p> <ul style="list-style-type: none"> <li>● Analysing all the phases of the project and preparing the budget for the production.</li> <li>● Setting the schedule for the shooting.</li> <li>● Organising all travels, accommodations and manage production needs during the shooting</li> <li>● Making sure that the team respects the schedule during the shooting.</li> <li>● Delivering the inception and final reports in line with UNFPA's requested quality standards.</li> </ul> <p><b>Author</b></p> <ul style="list-style-type: none"> <li>● Analyse the contents and the goals of the project producing an inception report draft to submit to UNFPA.</li> <li>● Interview the protagonists before the shooting.</li> <li>● Participate in team meetings with UNFPA, start-ups and all the people involved.</li> <li>● Produce a script for all the videos.</li> <li>● Interview the protagonists during the shooting</li> <li>● Choose the musical background for the final video in agreement with UNFPA.</li> <li>● Submit a rough version of the videos before the final delivery. This will be the only edited version submitted to UNFPA before final approval.</li> <li>● Deliver the videos in line with the quality requested by the client.</li> </ul> <p><b>Director/Filmmaker</b></p> <ul style="list-style-type: none"> <li>● Be on team during the shooting;</li> <li>● Ensure that each shot is compliant with the instructions given by Author and Producer;</li> <li>● Provide technical equipment (audio, video, lights);</li> <li>● Film with a professional camera ensuring image/audio quality as well as compliance with technical requirements airing on international channels/networks (e.g.: CNN African Start-Up, BBC, Al Jazeera);</li> <li>● Supervise the technical editing of footage.</li> </ul>

**Graphic designer**

Develop graphics and animations for the videos.

Fluency in English is required for all team members. Below is a breakdown of requirements for each member of the team:

- **Producer - Team leader:** 10+ years experience in video production, budget drafting and control, travel management, content supervision etc etc.
- **Author:** 10+ years experience in content production for videos, tv shows. Experience in documentary production is an asset. Experience in storytelling and script writing. Ability to conduct interviews on set.
- **Director/Filmmaker:** 10+ years experience in working in film or television with a excellent organization skills and proficiency in managing lenses, lighting, and video-editing using Final Cut or Avid. Showreel is an asset.
- **Graphic designer:** 5+ years experience in graphic design.

Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:

Country Offices will support the team for what concerns:

- Letters of invitation to facilitate issuance of visas
- Booking of hotels (unless instructed otherwise by the team)
- Transport from-to the airport to the hotel and from the hotel to the shooting venue
- Availability of shooting venue
- Schedule of interviews

Technical Evaluation

The Technical Bid is evaluated on the basis of its responsiveness to the Terms of Reference, the Technical Proposal submitted by the Bidders and the evaluation criteria published below.

Criteria	[A] Maximum Points	[B] Points attained by the Bidder	[C] Weighting %	[B] x [C] = [D] Total Points
1. Technical approach, methodology and level of understanding of the objectives of the project	100		35%	
2. Assessment of showreel: evidence of previous productions that either have been aired on or match standards of international channels/networks (e.g.: CNN African Start-Up, BBC, Al Jazeera, etc.)	100		25%	
3. Professional experience of the staff that will be employed to the project proving demonstrated expertise in evaluation and related processes (CVs, etc.)	100		20%	
4. Profile of the company and relevance to the Project.	100		20%	
<b>GRAND TOTAL ALL CRITERIA</b>	400		100%	

**Scoring Scale System**

The following scoring scale system will be used by the technical evaluation panel to conduct the Technical Proposal evaluation objectively.

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100
Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
Partially meets the requirements	1 – 69
Does not meet the requirements or no information provided to assess compliance with the requirements	0

**Financial Evaluation**

- 1.1. The Financial Proposal will only be evaluated if the Technical Proposal achieves the minimum score of 70%. Proposals failing to obtain this minimum technical threshold or those which will not be considered qualified through the supplier qualification process will not be eligible for further consideration.
- 1.2. The maximum number of points for the Financial Proposal is 100. This maximum number of points will be allocated to the lowest price. All other Financial Bids will receive points in inverse proportion according to the following formula:

$$\text{Financial Score} = \frac{\text{Lowest Bid (\$)}}{\text{Bid being Scored (\$)}} \times 100 \text{ (Maximum Score)}$$

**2. Total score**

- 2.1. The total score for each Bidder will be the weighted sum of the technical score and financial score. The maximum total score is 100 points.

$$\text{Total Score} = 70\% \text{ Technical Score} + 30\% \text{ Financial Score}$$

**Other relevant information or special conditions, if any:**

The selected team will cover costs of hotel, visas, meals, transports other than the ones indicated above (airport-hotel and hotel-venue).

Applications should include:

- Technical proposal including:
  - Project approach and methodology
  - Short profiles of team members
- Financial proposal
- CVs of all members of the team
- Showreel

Applications must be submitted to [piga@unfpa.org](mailto:piga@unfpa.org). Deadline for applications is 9<sup>th</sup> June 2017.