

Annex A: Terms of Reference
E-Platform Information Campaign: Telling the Real Story

27/10/2016

Reference: RFP/2016/815

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1 Introduction

1.1 Background

A rising number of refugees and migrants perish in the Central Mediterranean each year in attempts to reach Europe by dangerous means. As of September 2016, 3,053 women, men and children have died or have gone missing in their attempt to reach Europe from Libya. Many are traditionally Eritreans and Somalis.

Research conducted by UNHCR leading up to this project has shown that while persons engaging in irregular journeys are aware of the general risks of irregular travel routes, they are not aware of the full scale of dangers that awaits them, nor of their rights and obligations once in Europe as defined by European and national laws.

In an effort to respond to this situation, UNHCR launched an information campaign aimed specifically at Somalis and Eritreans, to warn them of the full scope of the perils and difficulties of such voyages, and point out alternative ways of finding protection and livelihood opportunities. Ultimately, the campaign would hopefully enable concerned people to take an informed decision about their plans and about possible onward movements.

The e-platform, (www.tellingtherealstory.org) is the central tool of the campaign, it is made up of a collection of authentic witness reports that can be accessed from anywhere in the languages of Somalis and Eritreans, with subtitles in English.

The main medium of distribution of the testimonies is Facebook where the project has a strong following and reaches the target audience head on in the Horn of Africa and diaspora communities in Europe. With separate Tigrinya, Somali and English pages, the project has seen both communities engage with the content in their own languages and has witnessed budding discussions on irregular movement. Additionally, the audience shares the material in their own forums and with peers resulting into wider visibility in additional platforms. Some survivors of these irregular journeys – encouraged by the testimonies- have been encouraged to spontaneously share testimonies of their own journey subsequently leading to the build-up of a forum in which discussions can take place on irregular migration.

Moreover, awareness raising activities are taking place in refugee camps in Ethiopia, Sudan and Somalia on the dangers of onward movements. The events are organized in close cooperation with UNHCR offices and existing partners in the countries with an aim to provide the Eritrean and Somali communities with all the elements they need to make an informed decision, particularly the full range of dangers and exploitations they can get exposed to.

The use of video testimonies has demonstrated a major impact being that they are both memorable and easily relatable particularly since the testimonies are recorded in the languages spoken by Eritreans and Somali. 80% of TRS audiences use mobile devices to access content.

In order to reach younger audiences, of whom the current material is not suited, the project has created books targeting children over the ages of 12 and is now looking to recreate them into animated films targeting both communities tapping into the impact of video rather than text testimonials.

Furthermore, and as part of the project deliverables stipulated in the agreement with the European Commission, the project is to create video spots in languages from both communities to boost the project visibility across different mediums.

1.2 Statement of Purpose & Objectives

Telling the Real Story information campaign seeks the services of reputable film and animation companies to produce animated films and video spots. The two services are divided as Section 1 and 2 in this document. The vendors or service providers can quote on Section 1 or 2 or both.

The services to be delivered are:

- Two video spots targeting the Eritrean and Somali communities with an objective to:
 - Boost the project visibility across different mediums such as mobile devices, television, online and radio.
 - Illustrate Telling the Real Story activities/objectives
 - Give an overview of the testimonies provided in Telling the Real Story information campaign
 - Used as a project branding tool
- Two animated films targeting Eritrean and Somali communities with an objective to:
 - Raise awareness of the dangers and difficulties of irregular movement in a child friendly manner
 - Reach minors in refugee camps and in Somalia
 - Boost the project visibility across different mediums such as mobile devices, television, online and radio

2 Services to be provided

2.1 Section 1: Two video spots

The selected company will create two 30 to 60 second video spots in Tigrinya and Somali with English subtitles.

The video spots would include montage of footage from testimonies collected that have been uploaded to the project website. The footage can vary in structure from an intercut slideshow of the already available testimonies to a production of a refugee talking of the difficulties of the journey utilizing the available testimonies.

The video spots would need to cater for different mediums. Television, desktop and mobile, online and radio.

The selected firm will undertake all pre- to post-production activities, including research, concept development, script, shooting, on and off line editing, graphics, subtitles, translations, dubbing, and final mastering.

The message in both spots should reflect the objective of the project which is to inform concerned persons of the full scope of the perils and difficulties of associated to irregular movement.

Target audience:

- Persons of Concern
- Television
- Media
- Implementing partners
- (Potential) donors

Main tasks, outputs and deliverables of the producer

Main tasks	Expected output	Indicator
Development of a detailed production plan in collaboration with the Project Team	Production plan in place	Agreement on the detailed production plan
Develop video spot scripts	Delivery of draft project scripts to the Project Team for comments	Scripts produced and reviewed
Acquire testimonies and images needed from the project team	Collection of testimonies and images	Material reviewed by producer
Production of the video spots begin	Preparation of draft video spots	Copy of draft video spots made available for editing

Edit draft spots	Production of preliminary offline version of the video spots	Offline versions available for viewing
Finalize video spots	Amendment of the preliminary offline draft videos	Offline version produced and copies of videos given to project team

Time frame: The production time is expected not to exceed six (6) weeks for the production of two (2) video spots

Deliverables

- 2 video spots will be delivered to UNHCR Telling the Real Story project team in HD, offline, mobile and television formats
- The 2 video spots will have English subtitles and spoken/voice over will be in Tigrinya and Somali
- Videos to be delivered via e-mail and USB
- UNHCR will be granted the right to make copies of the video spots, and to share them offline and online

2.2 Section 2: Two animated films

The selected company will produce two animated films in Tigrinya and Somali with English subtitles of 3 – 5 minutes long.

The films will be strictly built on children's book that are already under production.

The selected firm will undertake all pre- to post-production activities, concept development, script, on and off line editing, music, sound design, storyboard graphics, subtitles, translations, dubbing, voice over and final mastering.

Target audience:

- (Potential) donors
- Implementing partners
- Media
- Television and online audiences all over the world
- Refugees
- Refugee schools

Main tasks, outputs and deliverables of the producer

Main tasks	Expected output	Indicator
Development of a detailed production plan in collaboration with the Project Team	Production plan in place	Agreement on the detailed production plan
Develop story boards	Delivery of draft story boards to the Project Team for comments	Story boards produced and reviewed
Develop animation scripts	Delivery of draft scripts to the Project Team for comments	Scripts produced and reviewed
Acquire children books in English and Tigrinya and Somali translated material	Collection of books	Material reviewed by producer

Production of the animation films	Preparation of draft films	Copy of draft animations available for editing
Edit films with voice over and subtitles	Production of preliminary offline version of the films	Offline versions available for viewing
Finalize films	Amendment of the preliminary offline draft films	Offline version produced and copies of films given to project team

Time frame: The production time is expected not to exceed six (6) weeks for the production of two (2) animated films

Deliverables

- 2 copies of the animated films that are 3 - 5 minutes long will be delivered to UNHCR Telling the Real Story project team in different formats suitable for HD, online and television distribution.
- Videos to be delivered via e-mail and USB
- The animated films will be English subtitled with Tigrinya and Somali voice overs
- UNHCR will be granted the right to make copies of the animations, and to share them offline and online.

2.3 Customer Responsibilities

UNHCR Telling the Real Story project team will provide:

- Testimonies and images required for the video spots
- Assistance with identifying persons (refugees) to do the voice overs
- English digital copies of the children's books and translated versions in Tigrinya and Somali

3 Content of the Technical Offer

Your Technical proposal should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

3.1 *Company Qualifications – Video Spots Production*

- A description of your company with evidence of your company's capacity to carry out production of video spots
 - Samples of previously produced video spots or trailer films
 - Company profile and registration certificate
 - Resumes of key staff members that will be involved in production
- Experience in producing videos or video spots for non-profit organizations or UN organizations
- Ability to understand the context and objective of our the project messages and translate them into videos
- Experience working with interethnic projects targeting different ethnicities
- Strong creative approach in reusing material
- If a multi-location company, please specify the location of the company's headquarters, and the branches that will be involved in the project work with founding dates

Three or more letters of reference, with contact information

3.1.1 Proposed services

Respondents to this call for proposals should submit a technical proposal emphasizing:

1. Demonstrated technical experience in developing video/film material for International Organizations and/or UN organizations
2. Quality of the ideas for the production of video spots
3. Lists and samples of previous work, preferable of a similar scope

There is no minimum or maximum length for the technical proposal. However, sufficient detail and clarity are required.

Specific requirements: In addition to whatever other approaches and methods are proposed, the following specific items must be present in the bidding documents:

- Presentation of a sample script or work plan for one video spot
- Resumes of key staff members that will be involved in preparing the video spots and, where possible, references from recent clients and information on any professional awards
- The level of effort for all team members in both the technical (without price) and financial proposals (with costs).
- Detailed phased schedule with the indication of activities necessary to produce the video spots within the time specified.

3.2 Company Qualifications – Animated Film Production

- A description of your company with evidence of your company's capacity to carry out production of animated films
 - Samples of previously produced animations
 - Company profile and registration certificate
 - Resumes of key staff members that will be involved in production
- Ability to use multimedia elements and interactivity through animated illustrations inspired from Telling the Real Story children's books that are already developed
- Ability to design the animated video in such a way that text, audio sounds, graphic images, animations, and videos are fully integrated to be adapted for a multicultural context
- Experience in producing animated films for non-profit organizations, International organizations or UN agencies
- Experience working with interethnic projects targeting different ethnicities
- Strong creative approach in reusing material
- If a multi-location company, please specify the location of the company's headquarters, and the branches that will be involved in the project work with founding dates

Three or more letters of reference, with contact information

3.2.1 Proposed Services

Respondents to this call for proposals should submit a technical proposal emphasizing:

1. Demonstrated technical experience in developing video/film material for International Organizations and/or UN organizations
2. Quality of the ideas for the production of video spots
3. Lists and samples of previous work, preferable of a similar scope

There is no minimum or maximum length for the technical proposal. However, sufficient detail and clarity are required.

Specific requirements: In addition to whatever other approaches and methods are proposed, the following specific items must be present in the bidding documents:

- Presentation of a sample script or story board for one of the animations
- Resumes of key staff members that will be involved in production and, where possible, references from recent clients and information on any professional awards
- The level of effort for all team members in both the technical (without price) and financial proposals (with costs).
- Detailed phased schedule with the indication of activities necessary to produce the animations within the time specified.

3.3 Vendor Registration Form

If your company is not already registered with UNHCR, please complete, sign, and submit with your Technical Proposal the Vendor Registration Form (Annex C).

3.4 Applicable General Conditions

Please indicate your acknowledgement of the UNHCR General Conditions of Contract for the Provision of Services by signing this document (Annex D) and including it in your submitted Technical Proposal.

4 Evaluation

4.1 Technical Evaluation – Video Spots

The Technical offers will be evaluated using inter alia the following criteria and percentage distribution: 70% from the total score.

Video Spot Technical evaluation

Company Qualifications	<ul style="list-style-type: none"> Capacity to undertake contract References Proven track record of producing video spots.
Proposed Services	<ul style="list-style-type: none"> General strategy and approach to the evaluation Quality of the ideas for the production of video spots Short example of a script for one of the video spots Detailed phased schedule with indication of activities necessary to produce the video spots within the time specified.
Personnel Qualifications	<ul style="list-style-type: none"> Suitability and experience of the proposed team

* Minimum overall score for a company to qualify in technical evaluation is 60%

4.2 Technical Evaluation – Animated Films

The Technical offers will be evaluated using inter alia the following criteria and percentage distribution: 70% from the total score.

Animated Film Technical evaluation

Company Qualifications	<ul style="list-style-type: none"> Capacity to undertake contract References Proven track record of producing animated films and sample of previous work
Proposed Services	<ul style="list-style-type: none"> Quality of ideas for the animation style of the films Short example of a script from the children's book Detailed phased schedule with the indication of activities for production of the animated films within the time specified
Personnel Qualifications	<ul style="list-style-type: none"> Suitability and experience of the proposed team

* Minimum overall score for a company to qualify in technical evaluation is 60%

5 Key Performance Indicators

5.1 Performance Evaluation

UNHCR expects to monitor the performance of the selected supplier by reviewing the deliverables applied in the TOR:

In addition to the Evaluation Managers in UNHCR's Unit of Communicating with Communities, The Telling the Real Story team, under the supervision of the Project Manager will closely assess the progress and development of production of the video spots and animated films. UNHCR Telling the Real Story team will travel to the selected locations and will monitor progress through observation and discussions on site.