

TERMS OF REFERENCE VIDEO PRODUCTION FOR AWARENESS-RAISING ON FRAUD

1. BACKGROUND AND CONTEXT

UNHCR wishes to produce a series of anti-fraud videos on common exploitation schemes as part of our ongoing and long-term efforts to increase awareness regarding fraud.

There is a high number of exploitation schemes occurring in the external environment affecting refugees and asylum-seekers. Such fraud and scam schemes not only undermine UNHCR's reputation and trust but can also put refugees at financial risk.

i. The video we wish to produce should meet the following objectives:

- Inform refugee communities common exploitation schemes affecting them to prevent individuals from being scammed;
- Promote detection and reporting of such schemes for further action;
- Build confidence among all stakeholders in the integrity of UNHCR processing systems.

ii. Audience

Primary target audience:

- Refugees and asylum-seekers

Secondary target audience:

- NGO and civil society partners
- Refugee advocates
- Other stakeholders including the authorities and donor countries.

iii. Platforms for engagement

- Digital: WhatsApp, Telegram
- Social media: Refugee Malaysia YouTube and Facebook (to be launched later)
- Website: Refugee Malaysia Website
- Social media platforms of refugee communities & individuals, NGO partners, and advocates

vi. Languages of videos:

Main language of actors and text in video:

- English

Dubbed into:

- Malay
- Rohingya language

Translated subtitles:

- Malay
- Burmese
- Tamil
- Arabic
- Persian
- Tedim
- Hakha
- Somali
- Jingpo
- Mon
- Urdu

2. SCOPE OF THE JOB

UNHCR wishes to engage the services of a production house to produce the videos for the campaign.

i. Deliverables

- FIVE fully edited video in English
- 1 minute – 1.5 minutes long each
- Subtitles in 11 languages
- Each English video to be dubbed into two languages – Malay and Rohingya languages

TOTAL

Main videos:

- Five videos in English

Versions:

- Five videos x 2 dubbed languages
- Five videos x 11 language subtitles

ii. Timeline

- Upon signing contract agreement, production and content discussions to start within a week of signing contract of agreement, and filming to commence no later than 1 September 2023
- Exact filming dates to be discussed and agreed among UNHCR and the production house.
- Delivery of final completed videos by 30 November 2023

iii. Video concept

- Sample video reference: [The Broker - Anti Fraud Video \(Arabic\) - YouTube](#)
- Format: Very short feature film (1min – 1.5min long each).
- Utilising talents to act according to script.
- To be enhanced appropriately with music and supers.
- Filming will include scripted scenes and any additional B-roll as needed.

iv. Scope of responsibilities

Content

- Due to the immense sensitivities around the refugee issues at this time, UNHCR will take the lead on developing the script for the videos. However, the relevant input and advice from the production house will be appreciated.
The scripts will be refined and finalised jointly by UNHCR and the production house.
- In close consultation with UNHCR and based on the Video Concepts provided in item 2.iii, the production house will be expected to conceptualise and design the video structure and flow. Final decision on video style will be jointly decided with UNHCR and the production house.
- In close consultation with UNHCR, the production house will suggest planned story board and shot list including for B roll.
- UNHCR will source and recruit volunteer talents to act in the videos.
- UNHCR will provide the native speakers of the languages to be dubbed.
- Based on the scripts, the production house will suggest locations for the shoots, with input from UNHCR. As far as possible, locations should not incur any rental costs.
Final decisions on locations will be jointly determined by the production house and UNHCR.
- Based on the scripts, the production house and UNHCR will jointly work with the talents on rehearsing the scripts as needed.
- The production house will provide the creative director to direct the videos, as well as any other technical experts needed to produce the videos.
- The production house will be expected to comply with UNHCR brand guidelines and global video style and template.

Technical requirements

- The production house will undertake responsibilities in all aspects of video production, including but not limited to videography and filming, editing, post-production, sub-titling, format exporting, audio balancing, archiving of raw and edited work, etc.
- All videos produced must be of the highest quality to adequately represent the organisation.

- All material should be shot in 16:19, HD.
- The production house shall use their own HQ quality video camera and related equipment and professional editing software.
- The production house will secure full usage rights for music (or music for which copyright has been granted) as needed.
- The production house will prepare the full transcript of interviews with time code together with rough cuts for review.
- UNHCR will be responsible for translating the script for dubbing and subtitles.

Logistical Support

- Where applicable - where filming takes place in a UNHCR office, refugee centre, or home, UNHCR will lead on coordinating with the refugees.
Where filming takes place in other locations that has been recommended by the production house, then the production house will lead in coordinating with those venues.
- In coordination with the production house, UNHCR will coordinate all matters on scheduling involving talents.
- Where applicable, UNHCR will obtain necessary permissions and authorisation for filming of refugees and filming at refugee centres.
Where filming takes place in other locations that has been recommended by the production house, then the production house will obtain the necessary permissions to film in those locations.
- UNHCR will manage all travel/costs related to talents or any other costs linked to the involvement of talents.
- The production house will be responsible for ground travel and needs of its own crew.
- The production house will be responsible for compliance with responsible shooting during the Covid pandemic, complying with any filming guidelines determined by the Government, including but not limited to wearing masks for all crew and hand sanitation, etc.
- Where needed, the production house will be responsible for procuring filming permits from Malaysian film governing authorities.

Approval and reviews

- The lead teams at UNHCR will be officers from the UNHCR Fraud team, together with the support of the Communicating With Community (CWC) team, and the Communications team.
- The entire development and production process will be monitored by these officers from the UNHCR office, providing continuous review, comments, and thematic inputs support when needed.
- Rough cuts will be presented to UNHCR at appropriate intervals during the post-production process for review and approval.
- A final near-complete rough cut will be presented to the head of UNHCR for final approval before final editing can be completed.

3. QUALIFICATIONS

- Minimum of five (5) years' documented work experience in the area of film/reportage/documentary writing, producing, directing and editing. Experience producing content for UN agencies and NGOs, especially on humanitarian and human rights issue, is an advantage.
(Please attach portfolio/profile with the quotation.)
- Access to highest quality filming, light, sound, and editing equipment.
- Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism;
- Track record of successful materials filmed in the country/region on similar topics and for a similar video concept, would be an asset (Please attach samples with your quotation).
- Proven ability to work in multicultural environment.
- Availability to start immediately, upon signature of contract.

4. APPLICATION

Kindly include in your quotation the following information:

- Introduction to the production house and team, as well as its experiences, and CVs and functional responsibilities of the key people to be engaged in the production of the documentary.
- A Portfolio of works, including at least three links to work samples demonstrating most relevant previous productions.
- Detailed filming plan and timeline for all phases in pre-production, production and post-production. Detailed break-down of all estimated costs, including estimated days of shooting, production team, days of editing, travel costs, music, etc. in Annex.
- A clear total cost for the final product. Please note that all costs, including transport, should be included in the total sum, no additional payments will be made outside of the total budget.

5. COPYRIGHT AND INTELLECTUAL PROPERTY RIGHTS

- In consideration of the fees paid, the production house expressly assigns to UNHCR any copyright arising from the works the production house produces while executing this contract.
- The production house may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from UNHCR.

6. CODE OF CONDUCT AND CONFIDENTIALITY OF INFORMATION

- The crew of the production house will abide by UNHCR's code of conduct while on site visits and interacting with communities of concern to UNHCR, and strictly adhere to UNHCR's confidentiality guidelines, particularly in terms of the identity and location of refugees' projects and homes.
- The crew of the production house may not reveal, transmit or otherwise share the contents of UNHCR documents with any other party other than her/his own staff, and then only for purposes of this assignment.
- The production house may not use UNHCR's name or logo in any marketing, advertising, references, or other commercial activities related to their business without prior written permission of UNHCR.