

**TERMS OF REFERENCE (TOR) FOR  
THE SUPPLY AND DELIVERY OF ANIMATED VIDEOS  
RFP/BEL/2021/002**

**1. Introduction**

**a) Who we are**

UNHCR, the UN Refugee Agency, is a global organization dedicated to saving lives, protecting rights and building a better future for people forced to flee their homes because of conflict and persecution. We lead international action to protect refugees, forcibly displaced communities and stateless people.

We deliver life-saving assistance, help safeguard fundamental human rights, and develop solutions that ensure people have a safe place called home where they can build a better future. We also work to ensure that stateless people are granted a nationality.

We work in over 130 countries, using our expertise to protect and care for millions.

UNHCR's Representation for EU Affairs, Belgium, Ireland, Luxembourg and the Netherlands (REUA) works with the EU Institutions and other stakeholders. The EU, both through its Institutions and Member States, is one of UNHCR's main donors and the funding UNHCR receives supports our work all over the globe. REUA also works to protect people in Belgium, Ireland, Luxembourg and the Netherlands, and coordinates with colleagues in Geneva (HQ) and other offices.

**b) Background**

REUA's Media & Communications Unit encompasses media and communications (EU, Belgium and Luxembourg) and EU visibility (donor relations with the EU). It coordinates with other offices, as well as with HQ and operations around the world. In the diversification of its content creation for advocacy, public communications and EU visibility purposes, the Unit produces social media videos including animations for technical and general audiences. Animated videos are to be understood as videos simulating movements by using e.g. illustrations, plasticine, paper, photos, etc. (not videography) These animations are largely disseminated via social media platforms, as well as some websites, in different formats. The videos aim at supporting the work, objectives and audiences of our offices, as well as being used across the organization, as well as by external stakeholders (in various languages).

**c) Using videos to tell refugee stories and to advocate for change**

High-quality videos are essential to our work to effectively tell the stories of people forced to flee and to convey key messages, to increase public, political and financial support for the refugee cause, and to highlight UNHCR's partnership with the EU and others. Furthermore, using videos including animations as an advocacy tool extends the reach and impact of UNHCR's advocacy goals and objectives. Globally, UNHCR's online presence continues to grow, driven by high-quality video and animation content. Social media channels and websites rely heavily on video content and UNHCR is constantly seeking to innovate and improve the quality of this.

**2 Objectives:**

To produce short animated videos at UNHCR's request to enhance UNHCR's profile on key issues in order to support the advocacy, fundraising and EU visibility efforts of the office, and to engage the

public. Target audiences include: EU Institutions and agencies; governments of EU Member States; the European public and general audiences in other regions and operations, as relevant.

### 3 Requirements:

#### a) Overview

REUA's Media & Communications Unit is seeking to create a pool of production companies to work closely with us on our communications' activities, often at short notice. This process is open to commercial entities of all sizes, from single-person companies to larger organizations. Geographic location will not be a barrier for services and we welcome applications from all locations so that we can develop a pool of companies to work with us from different regions.

#### b) Key considerations

Applicants chosen to enter this pool will need to demonstrate, in particular:

- Extensive expertise in video (animation) production for multiple social media formats with tight deadlines and in multiple languages;
- Ability to take on work at short notice will also be an essential requirement;

Examples of UNHCR animations can be viewed [here](#), [here](#) and [here](#).

#### c) Our required service

Based on the provision of a background briefing, photos and other relevant content, the contractor shall produce an animation that meets the following specifications:

- No more than 120 seconds in length;
- Inclusion of subtitles and voiceover;
- Voiceover options should include gender, accent and a diverse selection of languages;
- Music options.

On the process, working closely with UNHCR in the creation of the videos, the contractor will provide:

- A concept design;
- Timeline of the production with the flexible deadline calendar;
- Script drafting and/or refining where relevant;
- A storyboard and/or mood board;
- Suggested design;
- An agreed rounds of corrections at both the storyboard and animation stages, and agreed costs for any extra production work, including recording, mixing and editing (single quote per hour).

The final animation files will be shared as follows:

- All subtitles provided as .VTT and .SRT files;
- Landscape and square formats;
- Source files (without voiceover or subtitles);
- Content must be in line with UNHCR branding requirements (and EU where relevant)

- For animations produced with EU financial support, the animation must meet all the copyright requirements (assignment of rights, licenses) of the European Union: <https://audiovisual.ec.europa.eu/en/album/M-002505> as well as technical specifications: <https://audiovisual.ec.europa.eu/presentation/copyrights/Guidelines-for-the-deposit-of-audiovisual-material-at-the-Audiovisual-Library40.pdf>

**d) Contractor's desirables**

- Basic knowledge of refugee issues
- Previous experience with UNHCR (examples should be provided);
- Previous experience with the other UN agencies, the EU and non-profit organizations.

**e) Add any additional relevant sections for the specific project**

The nature of the contract to be awarded will be that of a frame agreement. Specific terms of reference for each video will then be required. UNHCR expects that all items that will be required to deliver the above-mentioned service components and that they are clearly outlined in the company's offer. UNHCR expects that unit rates will not increase over the course of the contract period. To carry out a specific service project, UNHCR will set up terms of reference, which will describe in detail the project deliverables and timelines. We expect to be able to make cross-reference at all times to the categories of services as described above, as well as to the offer sent in by the bidder.

Relevant Terms of Reference will:

- Describe project objectives;
- Describe the deliverables of the project, for services for performance;
- Describe the type of service the contractor will perform;
- Contain roles & responsibilities of the parties;
- List profile of the contractor staff (i.e. editor, producer, cameraman, etc.);
- Outline project duration;
- Specify any required pricing information for the Statement of Work;
- Describe the invoicing schedule if appropriate;
- Specify any other terms appropriate to the services to be performed and the obligations of the Parties to the Statement of Work.

**4 Content of the technical offer:**

Technical offer proposals (to qualify for the selected pool) should be concisely presented and structured in the order below to include, but not necessarily be limited to, the following information:

**a) Company Qualifications**

- A description of your company with evidence of your company's capacity to perform the services required, including: company profile, registration certificate and last audit reports;
- 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;
  - Evidence of working with UNHCR or similar organizations;
  - Demonstrable expertise in creating animations for multiple social media platforms.
- b) Proposed services**
- Clarity on which specific services are being proposed;
  - Ability to provide a range of services;
  - A description of your company's capacity and experience in providing the services applied for (maximum two pages) including examples of previous work (links to online animations or other samples).
- c) Personnel Qualifications:** Seniority and experience if staff assigned to projects and references (curriculum vitae of core staff).
- d) Vendor Registration Form:** Please complete, sign, and submit with your Technical Proposal the Vendor Registration Form (Annex D).
- e) Applicable General Conditions:** Please indicate your acknowledgement of the UNHCR General Conditions of Contract for the Provision of Services by signing this document (Annex E) and including it in your submitted Technical Proposal.

## 5 Evaluation

### a) Technical Evaluation

The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 60% from the total score.

#### Company Qualifications

- Experience of animation production with UNHCR or similar organisations (10%)
- Relevant experience (10%)
- Expertise in services described in Terms of Reference, section 3 (b) entitled 'Our required service' (10%)
- Ability to take on work at short notice will also be an essential requirement (5%)

#### Proposed Services

- Comprehensiveness of submitted written proposal (5%)
- Quality/Creativity of proposed concepts and all other services offered (10%)

#### Personnel Qualifications

- Seniority and experience of the staff assigned to the project based on the written submission (10%)

Some technical criteria will be subject to minimum passing scores; if a bid does not meet these minimums it will be deemed technically non-compliant and will not proceed to the final evaluation.

**b) Comparison of Financial Offers (40%)**

All technically compliant offers will be compared with one another on a financial basis. Comparisons will be based on the following cost scenario:

- One 60 - 75 second video produced, including voiceover and subtitles in 2 languages. (20%)
- Three of rounds of corrections proposed at both script and video stages of production. (20%)

**6 Key Performance Indicators**

Performance Evaluation: UNHCR expects to monitor the performance of the selected supplier. UNHCR will draw up specific deliverables associated with the project through the delivery of a project brief and work with the chosen company to monitor final outputs.