

Annex A : Terms of reference for Animated Video Production for UNHCR

Background

UNHCR Jordan is in need of a company to produce short animated videos primarily for use on social media but also on screens at UNHCR supported registration and community centers around the country which explain services available for refugees and how refugees access UNHCR support and processes in a simple, effective and creative manner both in Arabic and English.

In addition, in order to make our current videos have more impact, animated video infographics are required to explain statistics about refugees in Jordan in a visual manner. In this regard, the company may also be required to produce, film and edit non-animated videos incorporating infographics which align with UNHCR's quality standards and brand guidelines.

How to Apply

Companies who think that they are able to deliver the above are requested to submit technical and financial proposals including the following points to UNHCR.

Technical Proposal

- Overview of the company, detailing staff, technical capabilities, why they believe they are a good fit for working with UNHCR
- Showreel of animated videos (English and Arabic). This should include a minimum of 3 previous examples of similar and relevant projects).
- Showreel of non-animated videos
- Examples of previous infographics produced

Potential vendors are requested to include a half page value statement indicating why they are most suitable to carry out the assignment.

Purpose of this tender :

To create short [maximum 5 minutes] 2D animated films for UNHCR Jordan in Arabic and English about services available for refugees across the Kingdom.

Technical Proposal should include the following points:

Expertise and Capability of Proposer:

Provide a brief description of the organization submitting the proposal, including if relevant the year and country of incorporation, types of activities undertaken, and approximate annual revenue.

Specialized Knowledge and Experience on Similar Projects:

- Detail any specialized knowledge that may be applied to performance of the TOR. Include experiences in the region.
- Describe the experience of the organization performing similar goods/services/works. Experience with the UN organizations/ major multilateral / or bilateral Programmes is highly desirable.

- Submit a showreel of animated videos (English/Arabic). This should include examples of previous works.
- Submit a showreel of non-animated videos
- Provide examples of infographics produced

Key Personnel, Equipment

- **Composition of the team proposed to perform TOR, and the work tasks (including supervisory)**
- Describe the availability of resources in terms of personnel and facilities required for the TOR. Describe the structure of the proposed team/personnel, and the work tasks (including supervisory) which would be assigned to each. An organigram illustrating the office location (city and country), reporting lines, together with a description of such organization of the team structure, should be submitted.
- **Provide Curriculum Vitae of the proposed personnel that will be involved either full time or part time.**

Highlight the relevant academic qualifications, specialized trainings and pertinent work experience.

List of Equipment

- Please list equipment that the supplier currently owns and will be used for providing the services specified in the TOR.
- This should include details of Graphic Design Software, Editing Suites, Audio Recordings, Cameras, Lighting etc.

Expected Deliverables

- Full production of 2D animated videos as requested. The supplier is expected to lead on the creative design and production process in consultation with UNHCR External Relation colleagues. They are expected to be able to create a strong storyline with minimum guidance which explains complicated processes in a simple and understandable manner
- Creation of video infographics, visually explaining statistics about refugees in Jordan in a creative manner
- Provide filming and editing services to UNHCR as requested and according to agreed daily rates
- Provide video post-production, including creation of infographics, and editing in a timely manner in line with UNHCR quality and brand guidelines

Financial proposal

Please refer to the Annex C “the financial form ”

UNHCR will own all materials and graphics produced under this agreement