



Annex A: Terms of Reference

**For the provision of creative and production services
for multimedia audio-visual, digital and news production for
UNHCR Lebanon**

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1 Introduction

1.1 Background about UNHCR

The office of the United Nations High Commissioner for Refugees (UNHCR) was created in 1950, during the aftermath of the Second World War, to help millions of Europeans who had fled or lost their homes. Today, over 70 years later, the organization is still hard at work, protecting and assisting refugees around the world.

Our dedicated staff work in 135 countries around the world, from major capitals to remote and often dangerous locations.

UNHCR assists vulnerable refugees from the moment they cross a border, right through to when they finally return to their country of origin or are resettled. We're the first to respond in times of emergency, the first to help families rebuild their lives.

We explain what we do through our refugees' stories, which involves three stages:

1. Emergency/people forced to flee: UNHCR's first response (food, water, shelter, protection & medical care).
2. Protection / how people survive following a crisis: UNHCR ensures families and individuals remain safe and have access to education and skills development.
3. Solutions/rebuilding lives: UNHCR either helps families and individuals to go home or, if that is not possible, resettles them in another country that is safe for them.

Every year, millions of men, women, and children are forced to flee their homes to escape conflict and persecution. UNHCR aims to protect them, saving lives, focusing on their basic needs and rights and helping them build a better future.

1.2 About UNHCR Public Information unit in Lebanon

The Public Information unit in Lebanon (PI Lebanon) is responsible for UNHCR's public image and for communicating the public stance of the organization on various themes related to its humanitarian interventions and on matters related to refugee protection space.

It is also tasked with developing campaigns to tell the human story of refugees and to promote support for UNHCR's mission to protect the vulnerable. In the past years we have developed content for TV, radio, and social media to cater to both the refugee and the host communities audiences.

Moreover, PI Lebanon act as a news agency including the production of daily news monitoring and the coverage of events that might affect the refugees i.e the winter elements and its impact on the people we serve.

PI Lebanon works to achieve the long-term goals of:

- Humanizing refugees through an on-going production of human stories of various types, telling the reality of the refugees, their lives and their struggles
- Fighting misinformation in both traditional and digital media in order to mitigate its impact on the most vulnerable while making sure the correct information on

UNHCR's work and the international laws framing its mandate are clearly communicated

- Contributing to preserving the shrinking protection space of refugees, through strategic communications approach and tactics which support the organizations; advocacy efforts and funding appeals.

1.3 Objective(s)

In order to achieve the above (referring to section 1.2),

UNHCR is looking to partner with a creative and production agency with a base in Lebanon (local or international) to support our mission in keeping an abundant stream of content including in times of emergencies, to ensure UNHCR's pool of content continues to cater for the objectives of PI Lebanon as well as other units in need for such services. The service provider will become UNHCR's chosen partner when it comes to catering for UNHCR's pool of content in a swift action.

2 Requirements

The selected company will provide support to our audio-visual production, with a newsy edge ready to deliver content at the speed of a news agency, as well as to support our digital campaigns from a creative perspective such as coming up with powerful concepts, taglines, copywriting, activations ideas, and scripts to support our public communications, advocacy and awareness efforts.

The material will be mostly published in the media as well as on the social media accounts of UNHCR Lebanon, Arabic, Global and on our public engagement social media accounts and blog: Voices #WithRefugees – mainly to keep the refugee cause in the hearts and mind of the public in a relevant way.

As the need for producing high quality, creative and original digital content, and news related multimedia content (mentioned below) is constant, UNHCR Lebanon would like to enter into a Frame Agreement with a qualified agency that can deliver:

- Video editing and production, (including scripting, subtitling and delivery of shotlists)
- News pieces including filming, interviewing and producing ready to broadcast news pieces and live streams
- Web and digital design
- Sub-brands creation from ideation to execution
- Feed into Refugee Media and other UNHCR's audiovisual database
- Podcast production
- Media researching and monitoring
- Copywriting and editing of copies
- Graphic design of digital outputs and printouts
- Social media content packs
- Creative copywriting services in English and Arabic
- Social media content assets (videos, images, infographics, animation, captions etc..)
- Highly skilled photographers & videographers with professional shotlists (including delivery of high resolution files).
- Motion and digital graphics

It's crucial to highlight that one of the essential key elements for selecting an **agency revolves around their capacity to meet tight deadlines consistently while remaining on brief in line with UNHCR tone of voice and branding guidelines.**

3 Resources

Many online resources are available to gain insight and content on our work. In case content of any of below websites is needed, kindly subscribe as a UNHCR partner, and explain the nature of the partnership and that all work downloaded will be used for UNHCR campaigns:

- News and facts at a glance: www.unhcr.org
- Visual assets and captions: www.media.unhcr.org
- Statistics and reports: www.data.unhcr.org
- Stories and narratives: www.stories.unhcr.org
- Guide to UNHCR's brand book available at: <https://media.unhcr.org/brand>
- Global trends 2023: <https://reporting.unhcr.org/globalappeal>

For more information on UNHCR Lebanon content and initiatives, please check the UNHCR Lebanon official digital platforms:

- [Website](#) - [Facebook](#) - [X](#) - [Instagram](#)

4 Customer Responsibilities

The UNHCR is responsible for providing the following:

- Handover of projects from the current supplier
- Sharing UNHCR's brand guidelines and how we communicate about refugees.
- Project requirements and briefs and making sure all project aspects are clear to the agency.
- Focal point(s) from each unit to work with the selected company
- Purchase Orders

5 The Pitch

For UNHCR's technical committee to assess the production agency's expertise, UNHCR request submission of requirements outlined in point 5.6 in accordance with the pitch criteria listed from point 5.1 to 5.5:

5.1 Background

The winter months in Lebanon are among the harshest in the region. The most vulnerable among refugees are the most impacted by the weather elements. Refugees in various regions in Lebanon suffer from the extreme cold, floods, high winds and heavy snow. Their daily life is deeply affected as they become unable to cater for their basic needs of safe shelter, food, warmth, health and schooling.

UNHCR PI Lebanon has the duty to tell this story which supports the organization's effort in advocating for more support to Lebanon, and more assistance for those impacted during the winter season. In many instances, UNHCR PI Lebanon is the main source of news quality content about the winter impact on refugees, to local and international broadcasters.

5.2 Objectives

- UNHCR to be the main trusted news provider about the refugee situation during winter
- Raise awareness around the plight of refugees in Lebanon during winter
- Motivate media to activate their newsrooms to increase their coverage of this plight as to remind our audiences of the refugee urgent humanitarian needs
- Call to action for more support to Lebanon and the most vulnerable

5.3 Target audience

The primary target audience for UNHCR PI Lebanon is the wider public, local and international in the aim of raising awareness around the people we serve and UNHCR humanitarian work, including advocacy. Local which speaks to the public at large, stakeholders and partners of UNHCR, including other UN agencies, Government stakeholders, implementing partners and the civil society.

5.4 Key messaging

- Refugees in Lebanon are already enduring the impact of the exacerbating socio-economic crisis. During winter months, their struggles increase even more.
- The harsh winter for refugees means long nights sleeping standing due to the floods inside the families tents, extreme cold with subzeros temperatures, children not able

to go to school, parents not able to provide their children with the food and medicine they need, loss of their belongings and increased worry of not being able to ensure safe shelter.

- Now more than ever, urgent support is needed for the most vulnerable in Lebanon, including refugees.

5.5 Creative direction

- Utilise news quality imagery to describe the situation of the refugees
- Capture most impactful and descriptive accounts from impacted refugees
- Authentic storytelling, showcasing needs but also and the positive impact of on-going support.
- Multichannel approach: Develop a comprehensive list of various content outputs across various platforms, including live news pieces, social media, in depth profile stories...

5.6 Deliverables for the pitch presentation

Submission of a link via the technical evaluation proposal of below requirements:

- 1- B-rolls for TV broadcasters with shotlist with link ready to disseminate
- 2- Video via for an in-depth profile story of 1 minute 30 seconds maximum length (using UNHCR end cards and branding) including subtitles in Arabic and English
- 3- Two social media products for X platform and for IG reel including subtitles in Arabic and English
- 4- Export batch with international cuts, 1x1, 9x16, 16x9 formats including shotlists

5.7 Pitch evaluation

Each of above listed four points will be evaluated based on concept creation, quality of production and technical delivery while taking into consideration meeting the objectives, delivering the main key messages while addressed to the selected targeted audience. All of this to be reached in accordance with **UNHCR branding guidelines** <https://media.unhcr.org/brand>

6 Key performance indicators

- Quality of produced audiovisual assets: In line with UNHCR Branding guidelines and tone of voice
- Fast delivery in tight deadlines: on-call mission for instant filming. News b-roll ready within 3 hours from end of filming
- Stakeholder Engagement: Number of media outlets and broadcasters who pick-up our feed and air it in their news.
- Client agency relationship