



## REQUEST FOR PROPOSAL (RFP)

### Services Provider for Video Production and Animation

|  |                             |
|--|-----------------------------|
|  | DATE: November 2, 2018      |
|  | REFERENCE: PHL-RFP-2018-089 |

Dear Sir / Madam:

We kindly request you to submit your Proposal for the **Service Provider for Video Production and Animation**.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before Wednesday, November 14, 2018 and via email, courier mail or fax to the address below:

**United Nations Development Programme**  
**15<sup>th</sup> Floor North Tower, Rockwell Buisness Center Sheridan,**  
**Sheridan Street corner United Street highway Hills, 1550 Mandaluyong City**  
**The Procurement Unit | Ms. Rose Ann Musni Rivera**  
**Mobile : 63.917.5068423;**  
**Email address: [rose.rivera@undp.org](mailto:rose.rivera@undp.org)**

Your Proposal must be expressed in English, and valid for a minimum period of 120 days.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

A handwritten signature in black ink, appearing to be a stylized 'A' or similar character.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link : [http://www.un.org/depts/ptd/pdf/conduct\\_english.pdf](http://www.un.org/depts/ptd/pdf/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

  
**Karyll Angeles**  
Procurement Associate  
11/2/2018

## Description of Requirements

|                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Context of the Requirement                              | Video Production and Animation for the Bangsamoro Organic Law (BOL)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Implementing Partner of UNDP                            | Office of the Presidential Adviser on the Peace Process (OPAPP)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Brief Description of the Required Services <sup>1</sup> | <p>OPAPP's Communications and Public Affairs Unit's endeavors to shape public perception and rally stakeholders to support the ratification of the BOL. A Joint Communications Campaign which was signed by both the Government and MILF is currently being executed via traditional and new media. As part of this campaign, OPAPP is also implementing an Information, Education and Communications (IEC) Campaign with the aim of providing substantial knowledge and information on the salient points of the BOL.</p> <p>Part of this IEC campaign is the production of videos and animations aimed at increasing the general public's awareness, knowledge, and understanding of the BOL and Bangsamoro history, and promoting support for the ratification of the BOL among the general public and the residents of the Bangsamoro core territories. A contractual media outfit will be engaged to produce these IEC materials.</p> <p>This project is supported under Component 1 (Support to the Implementation of the Security Aspect of Normalization) of the UNDP-Support to Peacebuilding and Normalization (SPAN) Programme. SPAN is composed of four (4) components namely: (1) Component 1: Support to the Implementation of the Security Aspect of Normalization, (2) Component 2: Support to the Implementation of the Socio-Economic Aspect of Normalization, (3) Component 3: Strengthening the Enabling Environment for Peace, Recovery and Development, and (4) Component 4: Social Healing and Peacebuilding Programme for Marawi.</p> <p>The UNDP-SPAN Programme is a partnership between the Philippine Government and UNDP in the Philippines and is intended to accelerate the utilization of the project funds of the Philippine government. It aims to contribute towards sustaining the gains of the Government's peace process, and towards ensuring peace and security in conflict-affected areas by (a) accelerating the implementation of the Security and socio-economic aspects of the Normalization Annex of the GPH-MILF CAB, and (b) strengthening the enabling environment for peace, recovery and development.</p> |

<sup>1</sup> A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

| List and Description of Expected Outputs to be Delivered                                                                                                                                               | <p><b>a. Specific Objectives</b></p> <p>The production of videos and animations about the Bangsamoro Organic Law is aimed at increasing the general public's awareness, working knowledge, and understanding of the BOL and Bangsamoro history, and promoting support for the ratification of the BOL among the general public and the residents of the Bangsamoro core territories.</p> <p><b>b. Scope</b></p> <p>The service provider will produce ten (10) videos on the Bangsamoro Organic Law (BOL) based on the script provided by OPAPP's Communication and Public Affairs Unit; and will also produce ten (10) bite-size social media animations on the BOL using infographics from OPAPP's Communications and Public Affairs Unit (BOL flyers and brochures). The service provider will handle the production and post-production of the videos and animations, including hiring of talent and provision of meals and transportation for the shooting days.</p> <p><b>c. Approach and Methodology</b></p> <p>The production of the Bangsamoro Organic Law (BOL) 101 videos and animations will be completed in the span of two months, with technical assistance from UNDP's Communications Specialist. The activities below will be done in close coordination with OPAPP's Communications and Public Affairs Unit and the GPH-MILF Secretariat for OPAPP.</p> <table><tr><th>Key Outputs</th><th>Tasks / Activities</th><th>Timeline</th></tr><tr><td>Develop a production plan (schedule, location, etc.) and establish production team (for both the videos and animations)</td><td><ul style="list-style-type: none"><li>- Coordinate and align with OPAPP on schedule / production plan</li><li>- Production team to include: director, editor, producer, production manager, director of photography, production assistants, make-up artists, video animators, multimedia artists</li></ul></td><td>3rd week of November</td></tr><tr><td>Script refinement for the videos and animations</td><td><ul style="list-style-type: none"><li>- OPAPP, UNDP, and Production Team to refine script</li></ul></td><td>3rd week of November</td></tr><tr><td>Hiring of talents</td><td><ul style="list-style-type: none"><li>- 3 major actors</li><li>- 6 supporting actors</li><li>- 4 extras</li><li>- 1 voice talent (for the 10 videos and 10 animations)</li></ul></td><td>3rd week of November</td></tr><tr><td>Production of Bangsamoro Organic Law (BOL) 101 videos:<br/><br/>Ten (10) 2-minute videos:<ul style="list-style-type: none"><li>- Bangsamoro – a separate state?</li><li>- Bangsamoro identity</li></ul></td><td><ul style="list-style-type: none"><li>- Manage the entire production and direct the entire shoot<ul style="list-style-type: none"><li>o Includes providing the meals and transportation for two (2) shooting days\</li></ul></li><li>- Manage post-production including video editing, motion graphics, music, color grading,</li></ul></td><td>November to December 2018</td></tr></table> | Key Outputs               | Tasks / Activities | Timeline | Develop a production plan (schedule, location, etc.) and establish production team (for both the videos and animations) | <ul style="list-style-type: none"><li>- Coordinate and align with OPAPP on schedule / production plan</li><li>- Production team to include: director, editor, producer, production manager, director of photography, production assistants, make-up artists, video animators, multimedia artists</li></ul> | 3rd week of November | Script refinement for the videos and animations | <ul style="list-style-type: none"><li>- OPAPP, UNDP, and Production Team to refine script</li></ul> | 3rd week of November | Hiring of talents | <ul style="list-style-type: none"><li>- 3 major actors</li><li>- 6 supporting actors</li><li>- 4 extras</li><li>- 1 voice talent (for the 10 videos and 10 animations)</li></ul> | 3rd week of November | Production of Bangsamoro Organic Law (BOL) 101 videos:<br><br>Ten (10) 2-minute videos: <ul style="list-style-type: none"><li>- Bangsamoro – a separate state?</li><li>- Bangsamoro identity</li></ul> | <ul style="list-style-type: none"><li>- Manage the entire production and direct the entire shoot<ul style="list-style-type: none"><li>o Includes providing the meals and transportation for two (2) shooting days\</li></ul></li><li>- Manage post-production including video editing, motion graphics, music, color grading,</li></ul> | November to December 2018 |
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| Key Outputs                                                                                                                                                                                            | Tasks / Activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Timeline                  |                    |          |                                                                                                                         |                                                                                                                                                                                                                                                                                                            |                      |                                                 |                                                                                                     |                      |                   |                                                                                                                                                                                  |                      |                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                         |                           |
| Develop a production plan (schedule, location, etc.) and establish production team (for both the videos and animations)                                                                                | <ul style="list-style-type: none"><li>- Coordinate and align with OPAPP on schedule / production plan</li><li>- Production team to include: director, editor, producer, production manager, director of photography, production assistants, make-up artists, video animators, multimedia artists</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 3rd week of November      |                    |          |                                                                                                                         |                                                                                                                                                                                                                                                                                                            |                      |                                                 |                                                                                                     |                      |                   |                                                                                                                                                                                  |                      |                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                         |                           |
| Script refinement for the videos and animations                                                                                                                                                        | <ul style="list-style-type: none"><li>- OPAPP, UNDP, and Production Team to refine script</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 3rd week of November      |                    |          |                                                                                                                         |                                                                                                                                                                                                                                                                                                            |                      |                                                 |                                                                                                     |                      |                   |                                                                                                                                                                                  |                      |                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                         |                           |
| Hiring of talents                                                                                                                                                                                      | <ul style="list-style-type: none"><li>- 3 major actors</li><li>- 6 supporting actors</li><li>- 4 extras</li><li>- 1 voice talent (for the 10 videos and 10 animations)</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 3rd week of November      |                    |          |                                                                                                                         |                                                                                                                                                                                                                                                                                                            |                      |                                                 |                                                                                                     |                      |                   |                                                                                                                                                                                  |                      |                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                         |                           |
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|  | <ul style="list-style-type: none"> <li>- Bangsamoro Police</li> <li>- Bangsamoro – fiscal autonomy</li> <li>- Bangsamoro – Shari’ah Law</li> <li>- Bangsamoro – Constitutional Commissions</li> </ul>                                                                                                                                                                                                                                                                                                                                          | <ul style="list-style-type: none"> <li>- inclusion of subtitles, and revisions</li> <li>- Submit all raw footage and final output in data file in external hard drive</li> <li>- Convert script to radio/audio format</li> </ul>                                                                                                                                                             |                           |
|  | <p>Animation of bite-size social media content</p> <p>Existing BOL flyers and brochures to be converted into ten (10) bite-size animations for digital media use (30-60s):</p> <ul style="list-style-type: none"> <li>- Bangsamoro history</li> <li>- BOL myths vs. facts</li> <li>- CAB implementation</li> <li>- Bangsamoro Roadmap</li> <li>- Who and What is the Bangsamoro</li> <li>- Annex on Normalization</li> <li>- Rights in the Bangsamoro (BOL protect the rights of all)</li> <li>- Transition from ARMM to Bangsamoro</li> </ul> | <ul style="list-style-type: none"> <li>- Manage production: asset building and animation design aesthetics</li> <li>- Hiring one (1) voice talent</li> <li>- Manage post-production including video editing, motion graphics, music, color correction, inclusion of subtitles, and revisions</li> <li>- Submit all raw files and final output in data file in external hard drive</li> </ul> | November to December 2018 |

**d. Deliverables and Schedules/Expected Outputs**

Listed below are the specific duties and responsibilities of the service provider. Production of the videos and animations will be done in close collaboration with OPAPP Communications and Affairs Unit and the GPH-MILF Secretariat of OPAPP, and under supervision of the UNDP SPAN Program Manager.

| Deliverables/ Outputs                                               | Estimated Duration to Complete | Target Due Dates     |
|---------------------------------------------------------------------|--------------------------------|----------------------|
| Development of production plan and establishment of production team | 1 week                         | 3rd week of November |
| Script refinement                                                   | 1 week                         | 3rd week of November |

|                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |         |                           |
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|                                                                  | Hiring of talents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1 week  | 3rd week of November      |
|                                                                  | <b>For Video Production:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |         |                           |
|                                                                  | Production of Bangsamoro Organic Law 101 videos (10 2-minute videos)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 1 month | November to December 2018 |
|                                                                  | Post-production of BOL 101 videos                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1 month |                           |
|                                                                  | <b>For Animations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |         |                           |
|                                                                  | Animation of existing infographics into bite size social media content (10 30-60s animations) including post-production                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 1 month | November to December 2018 |
|                                                                  | <p>*Talent Hiring for the Video Production Services shall include the following:</p> <ul style="list-style-type: none"> <li>- 1 Adult Female – Fatima (7 videos)</li> <li>- 1 Girl – Samilah (4 videos)</li> <li>- 1 Young Adult Male – Ilaya (2 videos)</li> <li>- 1 Elderly Male – Lolo Sefarin (1 video)</li> <li>- 1 Adult Female – Aling Barang (1 video)</li> <li>- 1 Adult Female – Ms. Mildred (1 video)</li> <li>- 1 Elderly Male – Imam (1 video)</li> <li>- 1 Young Adult Male – Abdullah (1 video)</li> <li>- 1 Young Adult Male – Jaminur (1 video)</li> <li>- 4 Extras</li> <li>- 1 Voice Talent (20 videos)</li> </ul>                                                                                                                                                                                                                                                    |         |                           |
| Person to Supervise the Work/Performance of the Service Provider | <p><b><u>Governance and Accountability</u></b></p> <p>OPAPP (Communications and Public Affairs Unit and GPH-MILF Secretariat of OPAPP) shall:</p> <ul style="list-style-type: none"> <li>• Oversee the implementation of the project</li> <li>• Closely coordinate with the service provider on requirements for production of the videos and animations</li> <li>• Provide the script for the BOL 101 videos; and BOL flyers and brochures to be converted to bite-size social media animations</li> <li>• Provide instruction/guidance, review and approval during each stage of the project</li> </ul> <p>UNDP shall:</p> <ul style="list-style-type: none"> <li>• Handle payment of services rendered by the service provider</li> <li>• UNDP Communications Associate to provide technical assistance in the production and post-production of the videos and animations</li> </ul> |         |                           |
| Frequency of Reporting                                           | <i>as required, per TOR</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |         |                           |
| Progress Reporting Requirements                                  | <i>as required, per TOR</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |         |                           |



| Location of work                                                                          | <input checked="" type="checkbox"/> Exact Address/es: <b>Manila</b><br><input type="checkbox"/> At Contractor's Location                                                                                                                                                                                                                                                                        |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
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| Expected duration of work                                                                 | The contract is valid for <b>120 days</b> upon contract signing.                                                                                                                                                                                                                                                                                                                                |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
| Target start date                                                                         | <b>19 November 2018</b>                                                                                                                                                                                                                                                                                                                                                                         |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
| Latest completion date                                                                    | <b>19 March 2019</b>                                                                                                                                                                                                                                                                                                                                                                            |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
| Travels Expected                                                                          | <table border="1"> <thead> <tr> <th colspan="4">NA</th> </tr> <tr> <th>Destination/s</th> <th>Estimated Duration</th> <th>Brief Description of Purpose of the Travel</th> <th>Target Date/s</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table> |                                            |               |  | NA |  |  |  | Destination/s | Estimated Duration | Brief Description of Purpose of the Travel | Target Date/s |  |  |  |  |  |  |  |  |  |  |  |  |
| NA                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
| Destination/s                                                                             | Estimated Duration                                                                                                                                                                                                                                                                                                                                                                              | Brief Description of Purpose of the Travel | Target Date/s |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                 |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
| Special Security Requirements                                                             | <b>NA</b><br><input type="checkbox"/> Security Clearance from UN prior to travelling<br><input type="checkbox"/> Completion of UN's Basic and Advanced Security Training<br><input type="checkbox"/> Comprehensive Travel Insurance<br><input type="checkbox"/> Others <i>[pls. specify]</i>                                                                                                    |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
| Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)            | <input type="checkbox"/> Office space and facilities<br><input type="checkbox"/> Land Transportation<br><input checked="" type="checkbox"/> <b>Others to be provided by the contractor</b>                                                                                                                                                                                                      |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
| Implementation Schedule indicating breakdown and timing of activities/sub-activities      | <input checked="" type="checkbox"/> <b>Required</b><br><input type="checkbox"/> Not Required                                                                                                                                                                                                                                                                                                    |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |
| Names and curriculum vitae of individuals who will be involved in completing the services | <input checked="" type="checkbox"/> <b>Required</b><br><input type="checkbox"/> Not Required                                                                                                                                                                                                                                                                                                    |                                            |               |  |    |  |  |  |               |                    |                                            |               |  |  |  |  |  |  |  |  |  |  |  |  |

| Currency of Proposal                                                                                       | <input type="checkbox"/> United States Dollars<br><input type="checkbox"/> Euro<br><input checked="" type="checkbox"/> <b>Local Currency: Philippine Peso</b>                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                 |                                |                                                                                                                 |                                    |        |                            |   |     |                                                                             |   |     |                                                                  |
|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------|--------|----------------------------|---|-----|-----------------------------------------------------------------------------|---|-----|------------------------------------------------------------------|
| Value Added Tax on Price Proposal <sup>2</sup>                                                             | <input checked="" type="checkbox"/> <b>must be inclusive of VAT and other applicable indirect taxes</b><br><input type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                 |                                |                                                                                                                 |                                    |        |                            |   |     |                                                                             |   |     |                                                                  |
| Validity Period of Proposals<br>(Counting for the last day of submission of quotes)                        | <input type="checkbox"/> 60 days<br><input type="checkbox"/> 90 days<br><input checked="" type="checkbox"/> <b>120 days</b><br><br>In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.                                                                                                                                                                                        |                                                                                                                 |                                |                                                                                                                 |                                    |        |                            |   |     |                                                                             |   |     |                                                                  |
| Partial Quotes                                                                                             | <input checked="" type="checkbox"/> <b>Not permitted</b><br><input type="checkbox"/> Permitted [pls. provide conditions for partial quotes, and ensure that requirements are properly listed to allow partial quotes (e.g., in lots, etc.)]                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                 |                                |                                                                                                                 |                                    |        |                            |   |     |                                                                             |   |     |                                                                  |
| Payment Terms <sup>3</sup>                                                                                 | The selected service provider shall be remunerated based on the following schedule of payment: <table border="1" data-bbox="407 984 1398 1289"> <thead> <tr> <th>Tranche</th><th>Percentage</th><th>Deliverables / Outputs</th></tr> </thead> <tbody> <tr> <td>1</td><td>20%</td><td>Upon signing of contract</td></tr> <tr> <td>2</td><td>40%</td><td>Upon completion of shooting for the videos (as certified by OPAPP and UNDP)</td></tr> <tr> <td>3</td><td>40%</td><td>Upon submission of final output (as certified by OPAPP and UNDP)</td></tr> </tbody> </table>                          | Tranche                                                                                                         | Percentage                     | Deliverables / Outputs                                                                                          | 1                                  | 20%    | Upon signing of contract   | 2 | 40% | Upon completion of shooting for the videos (as certified by OPAPP and UNDP) | 3 | 40% | Upon submission of final output (as certified by OPAPP and UNDP) |
| Tranche                                                                                                    | Percentage                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Deliverables / Outputs                                                                                          |                                |                                                                                                                 |                                    |        |                            |   |     |                                                                             |   |     |                                                                  |
| 1                                                                                                          | 20%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Upon signing of contract                                                                                        |                                |                                                                                                                 |                                    |        |                            |   |     |                                                                             |   |     |                                                                  |
| 2                                                                                                          | 40%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Upon completion of shooting for the videos (as certified by OPAPP and UNDP)                                     |                                |                                                                                                                 |                                    |        |                            |   |     |                                                                             |   |     |                                                                  |
| 3                                                                                                          | 40%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Upon submission of final output (as certified by OPAPP and UNDP)                                                |                                |                                                                                                                 |                                    |        |                            |   |     |                                                                             |   |     |                                                                  |
| Person(s) to review/inspect / approve outputs/completed services and authorize the disbursement of payment | OPAPP (Communications and Public Affairs Unit and GPH-MILF Secretariat of OPAPP) shall: <ul style="list-style-type: none"> <li>Oversee the implementation of the project</li> </ul> <table border="1" data-bbox="407 1398 1398 1661"> <thead> <tr> <th>Deliverables/ Outputs</th><th>Estimated Duration to Complete</th><th>Review and Approvals Required<br/>(Indicate designation of person who will review output and confirm acceptance)</th></tr> </thead> <tbody> <tr> <td>Development of production plan and</td><td>1 week</td><td>GPH-MILF Panel Secretariat</td></tr> </tbody> </table> | Deliverables/ Outputs                                                                                           | Estimated Duration to Complete | Review and Approvals Required<br>(Indicate designation of person who will review output and confirm acceptance) | Development of production plan and | 1 week | GPH-MILF Panel Secretariat |   |     |                                                                             |   |     |                                                                  |
| Deliverables/ Outputs                                                                                      | Estimated Duration to Complete                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Review and Approvals Required<br>(Indicate designation of person who will review output and confirm acceptance) |                                |                                                                                                                 |                                    |        |                            |   |     |                                                                             |   |     |                                                                  |
| Development of production plan and                                                                         | 1 week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | GPH-MILF Panel Secretariat                                                                                      |                                |                                                                                                                 |                                    |        |                            |   |     |                                                                             |   |     |                                                                  |

<sup>2</sup> VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

<sup>3</sup> UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.





|                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |         |                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                               | establishment of production team                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |         | UNDP SPAN Project Manager                               |
|                                                                                                                                                                                                                                                                                                                                                               | Script refinement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 1 week  |                                                         |
|                                                                                                                                                                                                                                                                                                                                                               | Hiring of talents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 1 week  |                                                         |
|                                                                                                                                                                                                                                                                                                                                                               | <b>For Video Production:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |         |                                                         |
|                                                                                                                                                                                                                                                                                                                                                               | Production of Bangsamoro Organic Law 101 videos (10 2-minute videos)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 1 month | GPH-MILF Panel Secretariat                              |
|                                                                                                                                                                                                                                                                                                                                                               | Post-production of BOL 101 videos                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 1 month | UNDP SPAN Project Manager                               |
|                                                                                                                                                                                                                                                                                                                                                               | <b>For Animations:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |         |                                                         |
|                                                                                                                                                                                                                                                                                                                                                               | Animation of existing infographics into bite size social media content (10 30-60s animations) including post-production                                                                                                                                                                                                                                                                                                                                                                                                                               | 1 month | GPH-MILF Panel Secretariat<br>UNDP SPAN Project Manager |
| <p>UNDP shall:</p> <ul style="list-style-type: none"> <li>• Handle payment of services rendered by the service provider</li> </ul> <p>Note: Payments will only be released upon receipt of the endorsed and finalized report. Likewise, a certificate of work completion signed by the UNDP RPBUT Team Leader will be required before payment processing.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |         |                                                         |
| Criteria for Contract Award                                                                                                                                                                                                                                                                                                                                   | <input type="checkbox"/> Lowest Price Quote among technically responsive offers<br><input checked="" type="checkbox"/> <b>Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)</b><br><input checked="" type="checkbox"/> <b>Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non- acceptance of the GTC may be grounds for the rejection of the Proposal.</b>                      |         |                                                         |
| Criteria for the Assessment of Proposal                                                                                                                                                                                                                                                                                                                       | <p><b><u>Technical Proposal (1,000 pts. = 70%)</u></b></p> <input checked="" type="checkbox"/> <b>Expertise of the Firm 300pts.</b><br><input checked="" type="checkbox"/> <b>Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 400pts.</b><br><input checked="" type="checkbox"/> <b>Qualification of Key Personnel 300pts.</b><br><p><b><u>Financial Proposal (30%)</u></b></p> <p><b>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</b></p> |         |                                                         |
|                                                                                                                                                                                                                                                                                                                                                               | <input checked="" type="checkbox"/> <b>One and only one Service Provider</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |         |                                                         |

|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| UNDP will award the contract to:                                   | <input type="checkbox"/> One or more Service Providers, depending on the following factors : <i>[Clarify fully how and why will this be achieved. Please do not choose this option without indicating the parameters for awarding to multiple Service Providers]</i>                                                                                                                                                                                                     |
| Type of Contract to be Signed                                      | <input type="checkbox"/> Purchase Order<br><input checked="" type="checkbox"/> <b>Contract Face Sheet (Goods and-or Services) UNDP</b> (this template is also utilised for Long-Term Agreement <sup>4</sup> and if LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.)<br><input type="checkbox"/> Other Type/s of Contract                                                                                                         |
| Contract General Terms and Conditions <sup>5</sup>                 | <input checked="" type="checkbox"/> <b>General Terms and Conditions for contracts (goods and/or services)</b><br><input type="checkbox"/> General Terms and Conditions for de minimi contracts (services only, less than \$50,000)<br><br>Applicable Terms and Conditions are available at:<br><a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a> |
| Annexes to this RFP <sup>6</sup>                                   | <input checked="" type="checkbox"/> <b>Form for Submission of Proposal (Annex 2)</b><br><input checked="" type="checkbox"/> <b>Detailed TOR</b> <i>[optional if this form has been accomplished comprehensively]</i><br><input type="checkbox"/> Others <sup>7</sup> <i>[pls. specify]</i>                                                                                                                                                                               |
| Contact Person for Inquiries (Written inquiries only) <sup>8</sup> | [Name] : <b>Rose Rivera</b><br>[Designation] : <b>Procurement Assistant</b><br>[Tel] : + <b>Mobile : 63.917.5068423;</b><br>[Email] : <a href="mailto:rose.rivera@undp.org">rose.rivera@undp.org</a><br><br>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.                                           |
| Other Information <i>[pls. specify]</i>                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

<sup>4</sup> Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation

<sup>5</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

<sup>6</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>7</sup> A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

<sup>8</sup> This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>9</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>10</sup>)*

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date] , and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

### A. Qualifications of the Service Provider

*The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:*

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

### B. Proposed Methodology for the Completion of Services

*The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.*

<sup>9</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>10</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes



**C. Qualifications of Key Personnel**

*If required by the RFP, the Service Provider must provide:*

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.

**D. Cost Breakdown per Deliverable\***

|   | <b>Deliverables</b><br><i>[list them as referred to in the RFP]</i> | <b>Percentage of Total Price</b><br><i>(Weight for payment)</i> | <b>Price</b><br><i>(Lump Sum, All Inclusive)</i> |
|---|---------------------------------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------|
| 1 | Deliverable 1                                                       |                                                                 |                                                  |
| 2 | Deliverable 2                                                       |                                                                 |                                                  |
| 3 | ....                                                                |                                                                 |                                                  |
|   | <b>Total</b>                                                        | 100%                                                            |                                                  |

*\*This shall be the basis of the payment tranches*

**E. Cost Breakdown by Cost Component [This is only an Example]:**

| <b>Description of Activity</b>    | <b>Remuneration per Unit of Time</b> | <b>Total Period of Engagement</b> | <b>No. of Personnel</b> | <b>Total Rate</b> |
|-----------------------------------|--------------------------------------|-----------------------------------|-------------------------|-------------------|
| <b>I. Personnel Services</b>      |                                      |                                   |                         |                   |
| 1. Services from Home Office      |                                      |                                   |                         |                   |
| a. Expertise 1                    |                                      |                                   |                         |                   |
| b. Expertise 2                    |                                      |                                   |                         |                   |
| 2. Services from Field Offices    |                                      |                                   |                         |                   |
| a. Expertise 1                    |                                      |                                   |                         |                   |
| b. Expertise 2                    |                                      |                                   |                         |                   |
| 3. Services from Overseas         |                                      |                                   |                         |                   |
| a. Expertise 1                    |                                      |                                   |                         |                   |
| b. Expertise 2                    |                                      |                                   |                         |                   |
| <b>II. Out of Pocket Expenses</b> |                                      |                                   |                         |                   |
| 1. Travel Costs                   |                                      |                                   |                         |                   |
| 2. Daily Allowance                |                                      |                                   |                         |                   |
| 3. Communications                 |                                      |                                   |                         |                   |
| 4. Reproduction                   |                                      |                                   |                         |                   |
| 5. Equipment Lease                |                                      |                                   |                         |                   |
| 6. Others                         |                                      |                                   |                         |                   |
| <b>III. Other Related Costs</b>   |                                      |                                   |                         |                   |

*[Name and Signature of the Service Provider's  
Authorized Person]  
[Designation]  
[Date]*



## **TERMS OF REFERENCE FOR VIDEO PRODUCTION SERVICES**

**PROJECT TITLE:** Video Production and Animation for the Bangsamoro Organic Law (BOL)

**a. Background Information and Rationale, Project Description**

In support of the aspirations of the Bangsamoro people, the Office of the Presidential Adviser on the Peace Process (OPAPP) has strongly supported the passage of the Bangsamoro Organic Law (BOL), which in a historic move, has been signed into law by President Duterte on July 26, 2018. The BOL, now officially called the Organic Law for the Bangsamoro Autonomous Region in Muslim Mindanao, is considered as the conclusion of the final peace agreement between the Moro Islamic Liberation Front (MILF) and the Philippine government in 2014. Through this law, the Autonomous Region in Muslim Mindanao (ARMM) will be abolished, making way for the creation of the Bangsamoro Autonomous Region in Muslim Mindanao, home to Filipino Muslims yearning for self-determination. However, a plebiscite must first be conducted in the existing ARMM and in areas targeted for the inclusion in the envisioned Bangsamoro Autonomous Region in order to ratify the BOL.

OPAPP's Communications and Public Affairs Unit's endeavors to shape public perception and rally stakeholders to support the ratification of the BOL. A Joint Communications Campaign which was signed by both the Government and MILF is currently being executed via traditional and new media. As part of this campaign, OPAPP is also implementing an Information, Education and Communications (IEC) Campaign with the aim of providing substantial knowledge and information on the salient points of the BOL.

Part of this IEC campaign is the production of videos and animations aimed at increasing the general public's awareness, knowledge, and understanding of the BOL and Bangsamoro history, and promoting support for the ratification of the BOL among the general public and the residents of the Bangsamoro core territories. A contractual media outfit will be engaged to produce these IEC materials.

This project is supported under Component 1 (Support to the Implementation of the Security Aspect of Normalization) of the UNDP-Support to Peacebuilding and Normalization (SPAN) Programme. SPAN is composed of four (4) components namely: (1) Component 1: Support to the Implementation of the Security Aspect of Normalization, (2) Component 2: Support to the Implementation of the Socio-Economic Aspect of Normalization, (3) Component 3: Strengthening the Enabling Environment for Peace, Recovery and Development, and (4) Component 4: Social Healing and Peacebuilding Programme for Marawi.

The UNDP-SPAN Programme is a partnership between the Philippine Government and UNDP in the Philippines and is intended to accelerate the utilization of the project funds of the Philippine government. It aims to contribute towards sustaining the gains of the Government's peace process, and towards ensuring peace and security in conflict-affected areas by (a) accelerating the implementation of the Security and socio-economic aspects of the Normalization Annex of the GPH-MILF CAB, and (b) strengthening the enabling environment for peace, recovery and development.



**b. Specific Objectives**

The production of videos and animations about the Bangsamoro Organic Law is aimed at increasing the general public's awareness, working knowledge, and understanding of the BOL and Bangsamoro history, and promoting support for the ratification of the BOL among the general public and the residents of the Bangsamoro core territories.

**c. Scope**

The service provider will produce ten (10) videos on the Bangsamoro Organic Law (BOL) based on the script provided by OPAPP's Communication and Public Affairs Unit; and will also produce ten (10) bite-size social media animations on the BOL using infographics from OPAPP's Communications and Public Affairs Unit (BOL flyers and brochures). The service provider will handle the production and post-production of the videos and animations, including hiring of talent and provision of meals and transportation for the shooting days.

**d. Approach and Methodology**

The production of the Bangsamoro Organic Law (BOL) 101 videos and animations will be completed in the span of two months, with technical assistance from UNDP's Communications Specialist. The activities below will be done in close coordination with OPAPP's Communications and Public Affairs Unit and the GPH-MILF Secretariat for OPAPP.

| Key Outputs                                                                                                                                                                                                                                                               | Tasks / Activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Timeline                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| Develop a production plan (schedule, location, etc.) and establish production team (for both the videos and animations)                                                                                                                                                   | <ul style="list-style-type: none"><li>- Coordinate and align with OPAPP on schedule / production plan</li><li>- Production team to include: director, editor, producer, production manager, director of photography, production assistants, make-up artists, video animators, multimedia artists</li></ul>                                                                                                                                                                                                         | 3rd week of November      |
| Script refinement for the videos and animations                                                                                                                                                                                                                           | <ul style="list-style-type: none"><li>- OPAPP, UNDP, and Production Team to refine script</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                | 3rd week of November      |
| Hiring of talents                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"><li>- 3 major actors</li><li>- 6 supporting actors</li><li>- 4 extras</li><li>- 1 voice talent (for the 10 videos and 10 animations)</li></ul>                                                                                                                                                                                                                                                                                                                                   | 3rd week of November      |
| Production of Bangsamoro Organic Law (BOL) 101 videos:<br><br>Ten (10) 2-minute videos: <ul style="list-style-type: none"><li>- Bangsamoro – a separate state?</li><li>- Bangsamoro identity</li><li>- Bangsamoro Police</li><li>- Bangsamoro – fiscal autonomy</li></ul> | <ul style="list-style-type: none"><li>- Manage the entire production and direct the entire shoot<ul style="list-style-type: none"><li>o Includes providing the meals and transportation for two (2) shooting days\</li></ul></li><li>- Manage post-production including video editing, motion graphics, music, color grading, inclusion of subtitles, and revisions</li><li>- Submit all raw footage and final output in data file in external hard drive</li><li>- Convert script to radio/audio format</li></ul> | November to December 2018 |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                              |                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| <ul style="list-style-type: none"> <li>- Bangsamoro – Shari’ah Law</li> <li>- Bangsamoro – Constitutional Commissions</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                              |                           |
| Animation of bite-size social media content<br><br>Existing BOL flyers and brochures to be converted into ten (10) bite-size animations for digital media use (30-60s): <ul style="list-style-type: none"> <li>- Bangsamoro history</li> <li>- BOL myths vs. facts</li> <li>- CAB implementation</li> <li>- Bangsamoro Roadmap</li> <li>- Who and What is the Bangsamoro</li> <li>- Annex on Normalization</li> <li>- Rights in the Bangsamoro (BOL protect the rights of all)</li> <li>- Transition from ARMM to Bangsamoro</li> </ul> | <ul style="list-style-type: none"> <li>- Manage production: asset building and animation design aesthetics</li> <li>- Hiring one (1) voice talent</li> <li>- Manage post-production including video editing, motion graphics, music, color correction, inclusion of subtitles, and revisions</li> <li>- Submit all raw files and final output in data file in external hard drive</li> </ul> | November to December 2018 |

\*Talent Hiring for the Video Production Services shall include the following:

- |                                           |                                           |
|-------------------------------------------|-------------------------------------------|
| - 1 Adult Female – Fatima (7 videos)      | - 1 Elderly Male – Imam (1 video)         |
| - 1 Girl – Samilah (4 videos)             | - 1 Young Adult Male – Abdullah (1 video) |
| - 1 Young Adult Male – Ilaya (2 videos)   | - 1 Young Adult Male – Jaminur (1 video)  |
| - 1 Elderly Male – Lolo Sefarin (1 video) | - 4 Extras                                |
| - 1 Adult Female – Aling Barang (1 video) | - 1 Voice Talent (20 videos)              |
| - 1 Adult Female – Ms. Mildred (1 video)  |                                           |

**e. Deliverables and Schedules/Expected Outputs**

Listed below are the specific duties and responsibilities of the service provider. Production of the videos and animations will be done in close collaboration with OPAPP Communications and Affairs Unit and the GPH-MILF Secretariat of OPAPP, and under supervision of the UNDP SPAN Program Manager.

| <b>Deliverables/ Outputs</b>                                        | <b>Estimated Duration to Complete</b> | <b>Target Due Dates</b> | <b>Review and Approvals Required</b><br><i>(Indicate designation of person who will review output and confirm acceptance)</i> |
|---------------------------------------------------------------------|---------------------------------------|-------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Development of production plan and establishment of production team | 1 week                                | 3rd week of November    | GPH-MILF Panel Secretariat                                                                                                    |

|                                                                                                                         |         |                           |                            |
|-------------------------------------------------------------------------------------------------------------------------|---------|---------------------------|----------------------------|
| Script refinement                                                                                                       | 1 week  | 3rd week of November      | UNDP SPAN Project Manager  |
| Hiring of talents                                                                                                       | 1 week  | 3rd week of November      |                            |
| <b>For Video Production:</b>                                                                                            |         |                           |                            |
| Production of Bangsamoro Organic Law 101 videos (10 2-minute videos)                                                    | 1 month | November to December 2018 | GPH-MILF Panel Secretariat |
| Post-production of BOL 101 videos                                                                                       | 1 month |                           | UNDP SPAN Project Manager  |
| <b>For Animations:</b>                                                                                                  |         |                           |                            |
| Animation of existing infographics into bite size social media content (10 30-60s animations) including post-production | 1 month | November to December 2018 | GPH-MILF Panel Secretariat |
|                                                                                                                         |         |                           | UNDP SPAN Project Manager  |

**f. Key Performance Indicators and Service Level**

Key services include technical expertise in the production of high quality videos and animations.

**g. Governance and Accountability**

The service provider shall:

- Work closely with OPAPP's Communications and Public Affairs Unit and the GPH-MILF Secretariat of OPAPP throughout the project, and under direct supervision of the UNDP SPAN Program Manager
- Hire the appropriate talents for the video and animation productions
- Use the script provided by OPAPP to produce BOL 101 videos
- Convert the IEC materials provided by OPAPP for the bite-size social media animations
- Manage the production and post-production of the videos and animations (including provision of meals and transportation for the shooting days)
- Report to OPAPP and UNDP on the progress and results of the video and animation production
- Ensure timely implementation of activities and submission of deliverables
- Provide up to two edits for the outputs

OPAPP (Communications and Public Affairs Unit and GPH-MILF Secretariat of OPAPP) shall:

- Oversee the implementation of the project
- Closely coordinate with the service provider on requirements for production of the videos and animations
- Provide the script for the BOL 101 videos; and BOL flyers and brochures to be converted to bite-size social media animations
- Provide instruction/guidance, review and approval during each stage of the project



UNDP shall:

- Handle payment of services rendered by the service provider
- UNDP Communications Associate to provide technical assistance in the production and post-production of the videos and animations

**h. Facilities to be provided by UNDP**

None.

**i. Expected duration of the contract/assignment**

The contract is valid for 120 days upon contract signing.

**j. Duty Station**

Manila

**k. Professional Qualifications of the Successful Contractor and its key personnel**

The service provider shall have the following minimum qualifications:

Qualifications of the Firm

- Interested parties must have at least 5 years of experience in producing high quality videos and animations
- Can establish a production team for the project which should include at least a director, video animator, video editor, production assistant, and multimedia artist
- Should have access to a production studio, with quality lighting and production equipment
- Experience working with government organizations and/or international development organizations
- Interested parties to submit a reel / portfolio with their resumes

General qualifications of Personnel

- At least five years' experience working in advertising, film, television production, graphic design
- Degree in journalism, communication, film and audiovisual communications, fine arts, or related areas

Specific qualifications of the creative director

- At least five years' experience in advertising, film, television production
- Has creative leadership and management experience
- Well versed in the production process including development, concepting, writing, and shoot production as well as pre and post-production
- Degree in journalism, communication, film and audiovisual communications, fine arts, or related areas

Qualifications of the video animator

- At least five years' experience as an editor, animator, motion graphics artist, or equivalent
- Proficient in using graphics and video animation software such as Adobe Premiere, After Effects, Illustrator, Photoshop
- Degree in journalism, broadcast communication, film and audiovisual communications, fine arts, or related areas



**I. Schedule of Payments**

Funding for this engagement shall be drawn from the SPAN Programme under Activity 2. The selected service provider shall be remunerated based on the following schedule of payment:

| Tranche | Percentage | Deliverables / Outputs                                                      |
|---------|------------|-----------------------------------------------------------------------------|
| 1       | 20%        | Upon signing of contract                                                    |
| 2       | 40%        | Upon completion of shooting for the videos (as certified by OPAPP and UNDP) |
| 3       | 40%        | Upon submission of final output (as certified by OPAPP and UNDP)            |

**m. Criteria for Evaluation**

Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals, respectively, where the minimum passing score of technical proposal is 70%.

The evaluation of Technical Proposal should at minimum comprise the 3 major criteria as shown in the table below.

| SAMPLE Technical Proposal Evaluation Forms |                                                                         | Points Obtainable |
|--------------------------------------------|-------------------------------------------------------------------------|-------------------|
| 1.                                         | Bidder's qualification, capacity and experience / Expertise of the Firm | 300               |
| 2.                                         | Proposed Methodology, Approach and Implementation Plan                  | 400               |
| 3.                                         | Management Structure and Key Personnel                                  | 300               |
| <b>Total</b>                               |                                                                         | <b>1000</b>       |

The total obtainable points for the 3 criteria should be 1000 points that can be distributed based on the need and complexity of the requirement.

Is important that sub-criteria for each major criteria are set and identified. A table similar to the one below is needed in order to clearly summarize the above details:

| Section 1. Bidder's qualification, capacity and experience |                                                                                                                                                                                                                                    | Points obtainable |
|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1.1                                                        | Reputation of Organization and Staff Credibility / Reliability / Industry Standing                                                                                                                                                 | 90                |
| 1.2                                                        | General Organizational Capability which is likely to affect implementation: management structure, financial stability and project financing capacity, project management controls, extent to which any work would be subcontracted | 90                |
| 1.3                                                        | Relevance of specialized knowledge and experience on similar engagements done in the region/country                                                                                                                                | 60                |
| 1.4                                                        | Quality assurance procedures and risk mitigation measures                                                                                                                                                                          | 60                |
| <b>Total Section 1</b>                                     |                                                                                                                                                                                                                                    | <b>300</b>        |



|                        |                                                           |            |
|------------------------|-----------------------------------------------------------|------------|
| 1.4                    | Quality assurance procedures and risk mitigation measures | 60         |
| <b>Total Section 1</b> |                                                           | <b>300</b> |

| <b>Section 2. Proposed Methodology, Approach and Implementation Plan</b> |                                                                                                                                                                                                        | <b>Points obtainable</b> |
|--------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 2.1                                                                      | Understanding of the requirement: Have the important aspects of the task been addressed in sufficient detail? Are the different components of the project adequately weighted relative to one another? | 100                      |
| 2.2                                                                      | Description of the Offeror's approach and methodology for meeting or exceeding the requirements of the Terms of Reference                                                                              | 100                      |
| 2.3                                                                      | Details on how the different service elements shall be organized, controlled and delivered                                                                                                             | 100                      |
| 2.5                                                                      | Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic                                                          | 100                      |
| <b>Total Section 2</b>                                                   |                                                                                                                                                                                                        | <b>400</b>               |

| <b>Section 3. Management Structure and Key Personnel</b> |                                                                                                                                                                              | <b>Points obtainable</b> |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 3.1                                                      | Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services? | 100                      |
| 3.2                                                      | Qualifications of key personnel proposed                                                                                                                                     |                          |
| 3.2 a                                                    | Creative Director                                                                                                                                                            | 100                      |
|                                                          | - Has creative leadership and management experience                                                                                                                          | 30                       |
|                                                          | - At least five years' experience in advertising, film, television production                                                                                                | 40                       |
|                                                          | - Experience in in the production process including development, concepting, writing, and shoot production as well as pre and post-production                                | 20                       |
|                                                          | - Degree in journalism, communication, film and audiovisual communications, fine arts, or related areas                                                                      | 10                       |
| 3.2 b                                                    | Video Animator                                                                                                                                                               | 100                      |
|                                                          | - At least five years' experience as an editor, animator, motion graphics artist, or equivalent                                                                              | 40                       |


- Experience in using graphics and video animation software such as Adobe Premiere, After Effects, Illustrator, Photoshop 50
- Degree in journalism, broadcast communication, film and audiovisual communications, fine arts, or related areas 10

**Total Section 3 300**

n. Additional References or Resources

None

This TOR is approved by :

Signature: \_\_\_\_\_

Name and Designation: ATTY. CAMILLO MONTESA

Date of Signing: \_\_\_\_\_

