



**REQUEST FOR PROPOSAL (RFP)**  
**Producing UNFE Video to celebrate the International Day against Homophobia, Biphobia and Transphobia**  
**(Process 13414)**

Dear Sir / Madam:

We kindly request you to submit your **Proposal for Producing UNFE Video to celebrate the International Day against Homophobia, Biphobia and Transphobia**.

Please be guided by the form attached hereto as Annex 2 and 3, in preparing your Proposal.

Proposals, **comprising of a Technical and Financial Proposal, in separate sealed envelopes**, must be submitted on or before **no later than 28 March 2019 by 12:00 pm, Cambodia time** address below. **Late submission shall be rejected. Submission by email will not be accepted.**

**UNDP Cambodia, Registry Office (Building No. 5)**  
**No. 53, Pasteur Street, Boeung Keng Kang I**  
**PO Box 877, Phnom Penh, Cambodia**  
**Attn: Procurement Analyst, Procurement Unit**

Your Proposal must be expressed in the English Language, 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.

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 indicated herein. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP in this link: <http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html>

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,



Kolap Hul  
Assistant Country Director - Operations  
14 March 2019

## Description of Requirements

Context of the Requirement	<p>This year, in celebration of the International Day Against Homophobia, Transphobia and Biphobia (Friday, 17 May), UN Human Rights, UN RCO, UNAIDS, UNFPA, UNDP and UN Women Cambodia plan to jointly release a video for circulation on social media, with the aim of motivating people to break down barriers in Cambodia preventing LGBT persons from participating freely in society.</p> <p>The above UN Agencies are seeking the professional services of a video producing contractor to work with people who are LGBT and produce an original and impactful short video (Maximum 3 minutes) based on issues facing LGBT people in Cambodia.</p> <p>The video will be prepared in Khmer with subtitle and should be original, light, creative, fit for social media and appealing to a young audience. The target audience for this video will be non-LGBT people, with a special focus on Khmer youth. The main message of the video should motivate people to break down barriers in Cambodia preventing LGBT persons from participating freely in society.</p>
Implementing Partner of UNDP	the United Nations Office of the High Commissioner for Human Rights (OHCHR)
Brief Description of the Required Services	<ul style="list-style-type: none"> <li>▪ To work in close coordination with the project focal point (OHCHR Communications Unit), and with LGBT focused NGOs to research and understand the main issues young Cambodian LGBT persons face in their everyday life.</li> <li>▪ To identify the main barriers preventing LGBT persons from participating freely in society.</li> <li>▪ To identify the breakdown of the target audience (homophobic people, allies, persons that witness LGBT discrimination but do not act, etc.).</li> <li>▪ To identify key messages and tones based on the breakdown of the target audience (Emotional, loving, compassionate, and understanding).</li> <li>▪ To reach out to local celebrities and social media influencers in order to gain their support and amplify our messaging.</li> <li>▪ To develop a detailed script of the video.</li> <li>▪ To produce an original video in Khmer with English subtitles, adding narration, music, dubbing as appropriate (the product should be light, creative, and impactful and fit for social media). The video should reflect the issues relevant to Cambodia (we should avoid approaching the topic using a 'western lens').</li> </ul> <p>A detailed ToR is attached.</p>

List and Description of Expected Outputs to be Delivered	<ul style="list-style-type: none"> <li>- Conduct interviews and research on barriers facing LGBT persons preventing them from participating freely in society.</li> <li>- Creative proposal suggestion, including participation and support of influencers and local celebrities</li> <li>- Video production based on validated creative proposal</li> <li>- Release of the campaign video one week before the International Day Against Homophobia, Transphobia and Biphobia (ideally on Friday, 10 May)</li> </ul>
Person to Supervise the Work/Performance of the Service Provider	Communication and Information Officer, Communications Unit, OHCHR
Frequency of Reporting	Refer to attached ToR
Progress Reporting Requirements	Refer to attached ToR
Location of work	<input checked="" type="checkbox"/> Projects' office/site <input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	75 working days (from March to May 2019)
Target start date	From 5 April
Travels Expected	N/A
Special Security Requirements	N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> Office space and facilities, if needed
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required

Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars																	
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> Must be exclusive of VAT and other applicable indirect taxes																	
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 120 days  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"/> Not permitted																	
Payment Terms <sup>1</sup>	<table border="1"> <thead> <tr> <th>Outputs</th> <th>Percentage</th> <th>Timing</th> <th>Condition for Payment Release</th> </tr> </thead> <tbody> <tr> <td>Conduct interviews and research on barriers facing LGBT persons preventing them from participating freely in society.</td> <td>30%</td> <td>Within 1 week after commencing date of contract</td> <td rowspan="3">Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.</td> </tr> <tr> <td>Validation of the creative proposal</td> <td>30%</td> <td>15 April 2019</td> </tr> <tr> <td>Release of the campaign video one week before the International Day Against Homophobia, Transphobia and Biphobia</td> <td>40%</td> <td>10 May 2019</td> </tr> </tbody> </table>				Outputs	Percentage	Timing	Condition for Payment Release	Conduct interviews and research on barriers facing LGBT persons preventing them from participating freely in society.	30%	Within 1 week after commencing date of contract	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.	Validation of the creative proposal	30%	15 April 2019	Release of the campaign video one week before the International Day Against Homophobia, Transphobia and Biphobia	40%	10 May 2019
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<sup>1</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.

	(ideally on Friday, 10 May)				
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Communication and Information Officer, Communications Unit, OHCHR				
Preliminary Examination	<p>UNDP shall examine the Proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, whether or not the Proposer is in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP's list of suspended and removed vendors, and whether the Proposals are generally in order, among other indicators that may be used at this stage.</p> <p>The below requirements will be reviewed under Preliminary Examination before proceeding with the evaluation. UNDP may reject any Proposal at this stage.</p> <ol style="list-style-type: none"> <li>1. Legally registered audit firm with Certificate of Registration of the business, including Articles of Incorporation, or equivalent document.</li> <li>2. Form for Submitting Service Provider's Technical Proposal is duly completed and signed as per <b>Annex-B</b> (<i>completion in the template in Annex-B is mandatory for bidder as the form would allow bidders to confirm its conformity with the requirements defined in the Request for Proposal and all its attachments, as well as the provision of UNDP General Contract Terms and Conditions required under this process</i>). Bidders may choose to use its own template and acceptable if it is duly signed by authorized person and confirm the same as Annex-B.</li> <li>3. Technical and Financial Proposals are submitted in separate sealed envelopes.</li> <li>4. Proposer is not in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP's list of suspended and removed vendors.</li> </ol>				
Criteria for Contract Award	<p><input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)</p> <p>The total score for each proposal will be calculated independently by the following formula:</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><u>Rating the Technical Proposal (TP):</u></p> <p style="text-align: center;"><b>TP Rating</b> = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100</p> <p><u>Rating the Financial Proposal (FP):</u></p> <p style="text-align: center;"><b>FP Rating</b> = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100</p> </div>				

	<p><u>Total Combined Score:</u></p> <p>(TP Rating) x Weight of TP (70%)</p> <p>+ (FP Rating) x Weight of FP (30%)</p> <hr/> <p><b>Total Combined and Final Rating of the Proposal</b></p>
	<p><input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criteria 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.</p>

<p>Criteria for the Assessment of Proposal</p>	<p><b><u>Technical Proposal (70%)</u></b></p> <p>The Technical Proposal of the offerors will be evaluated based on the following criteria:</p> <p>The total number of points allocated for the technical proposal is 1000. The technical proposal of the offeror is evaluated based on following criteria:</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>No.</th> <th>Summary of Technical Proposal Evaluation Forms</th> <th>Points Obtainable</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Expertise of organization</td> <td>250</td> </tr> <tr> <td>2</td> <td>Proposed Approach and methodology</td> <td>500</td> </tr> <tr> <td>3</td> <td>Proposed Personnel</td> <td>250</td> </tr> <tr> <td></td> <td>Total</td> <td>1000</td> </tr> </tbody> </table> <table border="1" style="width: 100%;"> <thead> <tr> <th>No.</th> <th>Technical Proposal Evaluation Form 1: Expertise of organization</th> <th>Points Obtainable</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>At least 10 years of experience in videography and video editing.</td> <td>25</td> </tr> <tr> <td>2</td> <td>At least 5 years of work experience in Cambodia.</td> <td>25</td> </tr> <tr> <td>3</td> <td>Proven experience in story development and script writing.</td> <td>75</td> </tr> <tr> <td>4</td> <td>Experience with major media outlets and organizations an asset.</td> <td>25</td> </tr> <tr> <td>5</td> <td>Experience in conceptualizing story angles and identifying characters is essential.</td> <td>50</td> </tr> <tr> <td>6</td> <td>Experience in producing original videos targeting a local audience and reaching a high number of social media users.</td> <td>50</td> </tr> <tr> <td></td> <td>Total:</td> <td>250</td> </tr> </tbody> </table> <table border="1" style="width: 100%;"> <thead> <tr> <th>No.</th> <th>Proposed Approach and methodology</th> <th>Points Obtainable</th> </tr> </thead> <tbody> </tbody> </table>	No.	Summary of Technical Proposal Evaluation Forms	Points Obtainable	1	Expertise of organization	250	2	Proposed Approach and methodology	500	3	Proposed Personnel	250		Total	1000	No.	Technical Proposal Evaluation Form 1: Expertise of organization	Points Obtainable	1	At least 10 years of experience in videography and video editing.	25	2	At least 5 years of work experience in Cambodia.	25	3	Proven experience in story development and script writing.	75	4	Experience with major media outlets and organizations an asset.	25	5	Experience in conceptualizing story angles and identifying characters is essential.	50	6	Experience in producing original videos targeting a local audience and reaching a high number of social media users.	50		Total:	250	No.	Proposed Approach and methodology	Points Obtainable
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	1	To what degree does the Offeror understand the task? Have the important aspects of the task been addressed in sufficient detail?	200
	2	Is the scope of task well defined and does it correspond to the TOR?	100
	3	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation?	200
		Total	500
	<b>No.</b>	<b>Proposed personnel</b>	<b>Points Obtainable</b>
	1	<p><b>Team Leader:</b></p> <ul style="list-style-type: none"> <li>• High-level degree (Master or equivalent) in media studies, digital communications, sociology, anthropology, or related studies;</li> <li>• Minimum of 5 years' experience in communications, producing original videos, leading the design of innovative outreach strategies in a developing context with INGOs, UN, or similar;</li> <li>• Outstanding and proven experience in projects managing communication campaigns that mainstream knowledge to the general public, without patronizing or dumbing concepts;</li> <li>• Exposure to human rights-related themes in the communications context (e.g. environment, gender, nutrition);</li> <li>• Fluency in English is required.</li> </ul>	200
	2	<p><b>National Accredited auditors Key support personnel</b></p> <ul style="list-style-type: none"> <li>• At least 3 years of working experience in media, communications, digital, CSR, design;</li> <li>• Experience working on communication related activities in Cambodia;</li> <li>• Ability to write in English and Khmer. Outstanding Khmer copywriting and storytelling ability.</li> </ul>	50
		Total	250
<p>The minimum score required to pass the evaluation of technical proposal is 70% of the total obtainable score of 1,000 points.</p> <p><b>Financial Proposal (30%)</b> To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>			



Post Qualification Review	<p>UNDP reserves the right to undertake a post-qualification exercise aimed at determining, to its satisfaction the validity of the information provided by the Proposer. Such post-qualification shall be fully documented and, among those that may be listed in the Terms of Reference, may include, but need not be limited to, all or any combination of the following:</p> <ul style="list-style-type: none"> <li>a) Verification of accuracy, correctness and authenticity of information provided by the Proposer on the legal, technical and financial documents submitted;</li> <li>b) Validation of extent of compliance to the RFP requirements and evaluation criteria based on what has so far been found by the evaluation team;</li> <li>c) Inquiry and reference checking with other previous clients on the quality of performance on ongoing or previous contracts completed;</li> <li>d) Physical inspection of the Proposer's offices, branches or other places where business transpires, with or without notice to the Proposer; and</li> </ul> <p>Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One Service Provider
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Contract Face Sheet (Goods and-or Services) UNDP (this template is also utilized for Long-Term Agreement <sup>2</sup> and <i>if LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.</i> )
Contract General Terms and Conditions <sup>3</sup>	<input checked="" type="checkbox"/> General Terms and Conditions for contracts  Applicable Terms and Conditions are available at: <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>4</sup>	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Form for Submission of Financial Proposal (Annex 3) <input checked="" type="checkbox"/> Detailed TOR <input checked="" type="checkbox"/> Others <sup>5</sup> (General Terms and Conditions)

<sup>2</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>3</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>4</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>5</sup> A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

<p>Contact Person for Inquiries (Written inquiries only)<sup>6</sup></p>	<p><i>Aphikovith Phin</i> <i>Procurement Associate</i> <i>Aphikovith.phin@undp.org; and cc: procuremet.kh@undp.org</i> 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.</p>
<p>Other Information: Required Documents for Submission</p>	<p><input checked="" type="checkbox"/> <b>Technical Proposal:</b> Form for Submitting Service Provider's Technical Proposal is duly completed and signed as per <b>Annex-2</b> <i>(the form would allow bidders to confirm its conformity with the requirements defined in the Request for Proposal and all its attachments, as well as the provision of UNDP General Contract Terms and Conditions required under this process) and complete the information and supporting document for Qualification of Service Provider, Proposed Methodology for Completion of Service, and Qualification of Key Personnel.</i></p> <p><input checked="" type="checkbox"/> <b>Financial Proposal:</b> Form for Submitting Service Provider's Financial Proposal is duly completed and signed</p> <p><b>Technical and Financial Proposals are submitted in separate sealed envelopes.</b></p> <p>No. of copies of Proposal that must be submitted: Original : 1 Copies : 1 1 CD ROM or USB drive containing of technical proposal should be submitted along with the technical proposal envelop</p>

<sup>6</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>7</sup>**

***(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>8</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 **3/14/2019** , and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions.

[Name of the Organization submitting Proposal].....  
[Signature Authorized Person and Stamp] .....  
[Name of Authorized Person].....  
[Title of Authorized Person].....

[Date].....

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<sup>7</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>8</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

**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.*

**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.*

**FORM FOR SUBMITTING SERVICE PROVIDER'S FINANCIAL PROPOSAL<sup>9</sup>****(This Form must be submitted using the Service Provider's Official Letterhead<sup>10</sup>)**

[insert: Location].

[insert: Date]

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

The Financial Proposal must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

**Cost Breakdown per Deliverable\***

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price</b> <i>(Weight for payment)</i>	<b>Price</b> <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

**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				

<sup>9</sup> This serves as a template to the Service Provider in submitting the Financial Proposal.

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

6. Others				
<b>III. Other Related Costs</b>				

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

## TERMS OF REFERENCE

### Professional Service

#### 1. Project Information

<b>Assignment Title:</b>	UNFE Video to celebrate the International Day against Homophobia, Biphobia and Transphobia
<b>UNDP Practice Area:</b>	Video promoting LGBT Rights
<b>Cluster/Project:</b>	Communications Unit
<b>Assignment Location:</b>	Phnom Penh - Cambodia
<b>Assignment Duration:</b>	March 2019 – May 2019 (75 UN working days)

#### 2. Background and Project Description

##### **UNFE background:**

In July 2013, the United Nations Office of the High Commissioner for Human Rights (OHCHR) launched UN Free & Equal – an unprecedented global UN public information campaign aimed at promoting equal rights and fair treatment of LGBTI people. In 2017, UN Free & Equal reached 2.4 billion social media feeds around the world and generated a stream of widely shared materials – including powerful videos, impactful graphics and plain-language fact sheets. Several campaign videos – including a popular Bollywood-themed clip “[The Welcome](#)” – rank among the most watched videos ever produced by the United Nations. National UN Free & Equal campaigns and events have been organized in almost 30 countries, with visible support from UN, political, community and religious leaders and from celebrities in all regions of the world.

##### **UNFE Campaign in Cambodia:**

Since 2015, the UN Human Rights Office in Cambodia has promoted UN Free & Equal campaign videos and materials in the media and at major national events, including on the occasion of the International Day against Homophobia, Biphobia and Transphobia. The Office has also supported civil society partners in carrying out activities promoting LGBT equality in the provinces and rural areas. Social media has been used to promote campaign messages and videos in the national language, as have TV and radio programmes, where the team has engaged with panelists and guest speakers, to address issues of discrimination and social exclusion.

In May 2016, the UN team in Cambodia celebrated Pride Week with a photo booth where people could take selfies holding signs with Free & Equal messaging. The photos were widely shared on UN and partner social media channels. In June 2016, five UN agencies – the UN Educational, Scientific, and Cultural Organization (UNESCO), UN Women, UNAIDS, the UN Human Rights Office and the United Nations International Children’s Fund (UNICEF) – published a joint op-ed on the human rights situation of LGBT people in Cambodia in English and Khmer language newspapers.

In 2017, the Pride Week Celebration (11-23 May 2017) featured policy dialogue, community events, and public awareness raising campaigns organized and supported by a variety of organizations, including the UN Country Team (UNCT). One of the activities was a Policy Dialogue with four ministries and two national institutions to discuss key challenges faced by LGBT individuals in Cambodia. The success of this dialogue encouraged Cambodia UNCT to pursue a series of advocacy activities under the LGBTIQ Voice Project.

In 2018, OHCHR, UN Women, and the NGO KHANA supported “Advocacy Dialogue on LGBTI Social Inclusiveness”. The event brought together the Minister of Education, the Ministry of Labor, LGBTI activists, and the UN to raise awareness on challenges faced by LGBTI people and promote dialogue based on mutual understanding and respect between policy-makers and LGBTI people.

OHCHR also provided support to the LGBTIQ National Dialogue organized by Destination Justice by commissioning the Khmer translation of the report “Revealing the Rainbow”, in addition to providing UNFE branded eco-bags to participants.

A UNFE campaign video was translated into Khmer and promoted on OHCHR social media platforms to celebrate IDAHOT 2018.

### **3. Objective of the Assignment**

This year, in celebration of the International Day Against Homophobia, Transphobia and Biphobia (Friday, 17 May), UN Human Rights, UN RCO, UNAIDS, UNFPA, UNDP and UN Women Cambodia plan to jointly release a video for circulation on social media, with the aim of motivating people to break down barriers in Cambodia preventing LGBT persons from participating freely in society.

#### **The assignment:**

The above UN Agencies are seeking the professional services of a video producing contractor to work with people who are LGBT and produce an original and impactful short video (Maximum 3 minutes) based on issues facing LGBT people in Cambodia.

The video will be prepared in Khmer with subtitle and should be original, light, creative, fit for social media and appealing to a young audience. The target audience for this video will be non-LGBT people, with a special focus on Khmer youth. The main message of the video should motivate people to break down barriers in Cambodia preventing LGBT persons from participating freely in society.

### **4. Scope of Work**

**The contractor is expected:**



- To work in close coordination with the project focal point (OHCHR Communications Unit), and with LGBT focused NGOs to research and understand the main issues young Cambodian LGBT persons face in their everyday life.
- To identify the main barriers preventing LGBT persons from participating freely in society.
- To identify the breakdown of the target audience (homophobic people, allies, persons that witness LGBT discrimination but do not act, etc.).
- To identify key messages and tones based on the breakdown of the target audience (Emotional, loving, compassionate, and understanding).
- To reach out to local celebrities and social media influencers in order to gain their support and amplify our messaging.
- To develop a detailed script of the video.
- To produce an original video in Khmer with English subtitles, adding narration, music, dubbing as appropriate (the product should be light, creative, and impactful and fit for social media). The video should reflect the issues relevant to Cambodia (we should avoid approaching the topic using a 'western lens').

## **5. Expected Outputs and Deliverables**

## 6. Institutional Arrangement

- Focal point for this project: Mahmoud Garga ([mgarga@ohchr.org](mailto:mgarga@ohchr.org)), Communications Unit, OHCHR.
- The focal point will brief the contractor at the start of the project and follow up on a regular

No	Outputs	Deliverables	Estimated Duration to Complete (Working Day)	Target Dates	Due	Review and Approvals Required (Indicate designation of person who will review outputs and confirm acceptance)	
1	<b>Output 1:</b> Conduct interviews and research on barriers facing LGBT persons preventing them from participating freely in society.	Report of the interviews and research on the barriers developed and submitted	30 days	15	March 2019	OHCHR, Head of Communication Unit	
2	<b>Output 2:</b> Creative proposal suggestion, including participation and support of influencers and local celebrities	Proposal developed and submitted	15 days	1	April 2019	OHCHR, Head of Communication Unit	
3	<b>Output 3:</b> Video production, based on validated creative proposal	Video film developed and submitted	30 Days	1	May 2019	OHCHR, Head of Communication Unit	
4	<b>Output 4:</b> Release of the campaign video one week before the International Day Against Homophobia, Transphobia and Biphobia (ideally on Friday, 10 May)	One day video campaign conducted and output of the campaign reported.			10	May 2019	OHCHR, Head of Communication Unit
	<b>Total # of Days:</b>		<b>75 Days</b>				

basis throughout the assignment.

- The contractor will handle all communications with, relevant NGOs, government officials, LGBT people interviewed, local celebrities, social media influencers etc.

- The contractor will be responsible for all costs and arrangements needed for the implementation of the project. This includes professional fees, living allowances, taxes, travel, logistics, meals, accommodation, transportation of materials, translation and subtitles etc.
- The contractor will be responsible for obtaining his/her own equipment, materials, and any persons s/he would sub-contract for the duration of the assignment. OHCHR Cambodia will not cover any damages or injuries incurred by the production team.
- The contractor will be expected to observe the highest professional and ethical standards when obtaining images or footage, and immediately disclose any potentially sensitive information to the Communications focal point. High discretion is advised if shooting people living with HIV/AIDS, persons with disabilities, survivors of abuse, children, etc. Members of the production team will be expected to show the highest degree of professional courtesy to all their interlocutors and the persons filmed at all times.

#### **7. Duty Station**

Phnom Penh, Cambodia.

#### **8. Duration of the Work**

The work will take place from March to May 2019 (75 working days).

#### **9. Minimum Qualifications of the Successful Contractor at Various Levels**

##### **Contractor mandatory requirements:**

- At least 10 years of experience in videography and video editing.
- At least 5 years of work experience in Cambodia.
- Proven experience in story development and script writing.
- Experience with major media outlets and organizations an asset.
- Experience in conceptualizing story angles and identifying characters is essential.
- Experience in producing original videos targeting a local audience and reaching a high number of social media users.

##### **Experience of team leader mandatory requirements:**

- High-level degree (Master or equivalent) in media studies, digital communications, sociology, anthropology, or related studies;
- Minimum of 5 years experience in communications, producing original videos, leading the design of innovative outreach strategies in a developing context with INGOs, UN, or similar;
- Outstanding and proven experience in projects managing communication campaigns that mainstream knowledge to the general public, without patronizing or dumbing concepts;

- Exposure to human rights-related themes in the communications context (e.g. environment, gender, nutrition);
- Fluency in English is required.

**Experience of key personnel mandatory requirements:**

- At least 3 years of working experience in media, communications, digital, CSR, design;
- Experience working on communication related activities in Cambodia;
- Ability to write in English and Khmer. Outstanding Khmer copywriting and storytelling ability.

**10. Scope of Bid Price and Schedule of Payments**

- The contract price is a fixed output-based price regardless of the extension of the herein specified duration.
- In the computation of contract price, applicants must factor in all project costs. No additional project costs above the contract price will be paid. A detailed breakdown of such costs is not required.
- Payments will be made upon submission of the scheduled deliverables/outputs as below:

<b>Deliverables/Outputs</b>	<b>Target Due Date</b>	<b>Payment (%)</b>
<b>Output 1:</b> Conduct interviews and research on barriers facing LGBT persons preventing them from participating freely in society.	March 2019	30%
<b>Output 2:</b> Validation of the creative proposal	April 2019	30%
<b>Output 4:</b> Release of the campaign video one week before the International Day Against Homophobia, Transphobia and Biphobia (ideally on Friday, 10 May)	May 2019	40%

**11. Recommended Presentation of Technical Proposal**

**A. Expertise of the service provider**

Interested service providers shall state why they are the best-suited to carry out the above tasks. This should include a brief organizational profile, an outline of the service provider’s strengths and expertise highlighting directly relevant experiences to the assignment.

**B. Methodology to conduct the assignment**

The service provider shall propose a tailored methodology to successfully carry out the assignment.

- Demonstrate an understanding the of tasks
- The scope of tasks is well defined and correspond to the Terms of Reference

- The presentation of the proposal is clear, the sequence of activities and the planning logical and realistic to achieve the expected results

**C. Team structure**

The service provider shall submit the proposed team structure to successfully deliver the assignment. The specific roles and responsibilities of each team member shall be clearly presented. The service provider shall also provide the updated CV of each team member as the supporting evidence of their qualification.

**D. Timeline/work plan**

In addition, the service provider shall submit the proposed work plan to complete this assignment. This includes a description of how key results can be achieved within the timeframe and resources allocated.

**12. Criteria for Evaluation of Level of Technical Compliance of Contractor**

**TECHNICAL PROPOSAL**

Interested contractor(s) should submit a proposal containing:

- Agency credentials - 6 pages max;
- Key staff resumes and key qualifications (team leader + key personnel) - 4/5 pages max;
- Creative proposal: overview on methodology and presentation of creative rationale - 5 pages;
- Tentative timeline - 1 page

No.	Summary of Technical Proposal Evaluation Forms	Points Obtainable
1	<b>Form 1:</b> Expertise of organization	250
2	<b>Form 2:</b> Proposed Approach and methodology	500
3	<b>Form 3:</b> Proposed Personnel	250
	Total	1000

No.	<b>Form 1:</b> Expertise of organization	Points Obtainable
1	At least 10 years of experience in videography and video editing.	25
2	At least 5 years of work experience in Cambodia.	25
3	Proven experience in story development and script writing.	75
4	Experience with major media outlets and organizations an asset.	25
5	Experience in conceptualizing story angles and identifying characters is essential.	50
6	Experience in producing original videos targeting a local audience and reaching a high number of social media users.	50
	Total:	250

No.	<b>Form 2: Proposed Approach and methodology</b>	Points Obtainable
1	To what degree does the Offeror understand the task? Have the important aspects of the task been addressed in sufficient detail?	200
2	Is the scope of task well defined and does it correspond to the TOR?	100
3	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation?	200
	Total	500

No.	<b>Form 3: Proposed personnel</b>	Points Obtainable
1	<p><b>Team Leader</b></p> <ul style="list-style-type: none"> <li>• High-level degree (Master or equivalent) in media studies, digital communications, sociology, anthropology, or related studies;</li> <li>• Minimum of 5 years' experience in communications, producing original videos, leading the design of innovative outreach strategies in a developing context with INGOs, UN, or similar;</li> <li>• Outstanding and proven experience in projects managing communication campaigns that mainstream knowledge to the general public, without patronizing or dumbing concepts;</li> <li>• Exposure to human rights-related themes in the communications context (e.g. environment, gender, nutrition);</li> <li>• Fluency in English is required.</li> <li>•</li> </ul>	200
2	<p><b>Key support personnel</b></p> <ul style="list-style-type: none"> <li>• At least 3 years of working experience in media, communications, digital, CSR, design;</li> <li>• Experience working on communication related activities in Cambodia;</li> <li>• Ability to write in English and Khmer. Outstanding Khmer copywriting and storytelling ability.</li> </ul>	50
	Total	250

### **FINANCIAL PROPOSAL**

- Proposed budget (total amount and budget breakdown including budget for Facebook Boosting) - 1 page

### **13. Annexes**

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