

## TERMS OF REFERENCE

### Communications Specialist

#### A. Project Title

00092092: Global Sustainable Supply Chains for Marine Commodities Project (GMC-PHI)

#### B. Project Description

Over exploitation of marine fisheries is a major global issue and key driver of changes in the marine environment. Excessive fishing is caused by a variety of inter-acting factors, including the growing global demand for seafood. This project contributes to address key aspects of the market forces that drive overfishing. The project will add to the transformation of the seafood market by mainstreaming sustainability in the value chain of important commodities platforms, and fisheries improvement projects (FIP), developing national capacities, and generating learning to be shared worldwide. The project will allocate GEF resources strategically under the following four (4) project components, namely:

- **Component 1:** Promotion of global demand for sustainable marine commodities
- **Component 2:** Enabling environment for sustainable marine commodities supply chains
- **Component 3:** Demonstration of Fisheries Improvement Projects (FIPs)
- **Component 4:** Sustainable marine commodities information and knowledge management systems

The project is an inter-regional intervention. Market engagement and knowledge management are global components. The sustainable marine commodities platforms and FIPs will be implemented, using a participatory approach in Costa Rica, Ecuador, Indonesia and Philippines.

In order to help the project in the documentation and the promotion of the project's sustainability efforts, a communication specialist will be contracted that will produce several videos that document and share activities on the ground, including a project profile video, among other communication materials.

#### C. Scope of Work

The Project will hire a communication specialist who shall report to the UNDP/GEF/BFAR GMC – Project Implementation Unit (GMC-PIU). The communication specialist shall report under the overall guidance of the National Coordinator and direct supervision of the National Platform Officer.

1. Two (2) 5 to 7-minute videos of the supply chain for blue swimming crab (BSC) and octopus, one for each commodity.
2. One (1) 5 to 7-minute human interest video.
3. One (1) 5 to 7-minute video as briefer of the UNDP/GEF/BFAR GMC project.
4. Two (2) infographics representing supply chain for each commodity (in electronic copy).
5. Two (2) roll-up banners for GMC-PHI project.
6. Storylines for the videos.
7. Script and storyboard for the video subjects.

#### D. Expected Outputs and Deliverables

Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required
<ul style="list-style-type: none"><li>• First draft of the storyline</li><li>• Two (2) draft infographic designs, one for each commodity</li><li>• Draft banner design</li></ul>	10 days	10 Jun 2019	National Coordinator, GMC-PHI

<ul style="list-style-type: none"> <li>Final draft of the storyline</li> <li>Draft script and storyboard for video subjects</li> <li>Two (2) infographics representing supply chain for each commodity (in electronic copy)</li> <li>Two (2) roll-up banners for GMC-PHI project</li> </ul>	15 days	25 Jun 2019	National Coordinator, GMC-PHI
<ul style="list-style-type: none"> <li>Two (2) draft video outputs: (i) project briefer video; and (ii) human-interest video</li> </ul>	25 days	20 Jul 2019	National Coordinator, GMC-PHI
<ul style="list-style-type: none"> <li>Four (4) draft video outputs for all contracted videos</li> </ul>	25 days	15 Aug 2019	National Coordinator, GMC-PHI
<ul style="list-style-type: none"> <li>Four (4) final video outputs (DVD copies) incorporating GMC-PIU comments</li> </ul>	15 days	1 Sep 2019	National Coordinator, GMC-PHI

#### E. Institutional Arrangement

For the duration of the contract, the communications specialist shall be under the overall guidance of the National Coordinator and direct supervision of the National Platform Officer in the delivery of expected outputs indicated in the terms of reference. The videographer will not be required to report to the office regularly, but will be subject to reporting to BFAR-CFD as required/request by the GMC-PIU. Reporting is output based and all outputs must be submitted to the GMC-PHI for review. Final outputs of the consultant should be formally accepted by the GMC-PIU prior to any payment being made.

#### F. Duration of the Work<sup>1</sup>

To undertake the tasks and deliver the expected outputs, the consultant shall be engaged for a period of three (3) months. Effectivity of the engagement will be upon signing of the contract and will be valid until all outputs have been delivered and accepted. The target start-of-work date is **1 June 2019** and the expected completion date is **1 September 2019**.

#### G. Duty Station

The position is Manila-based for accessibility and availability to allow for discussions/reporting on progress of activities as may be required by the GMC-PHI project, but will be allowed to travel for the video shoot on site.

#### H. Qualifications of the Successful Individual Contractor

The Communications Specialist must have the following qualifications:

Qualification	Points Obtainable
<u>Education</u> <ul style="list-style-type: none"> <li>Bachelor's degree in Film and audiovisual communications and other related fields—7 points (minimum)</li> </ul> <i>(Additional points for taking other related certification courses/trainings, masters, and/or PhD)</i>	10
<u>Experience</u> <ul style="list-style-type: none"> <li>Minimum of one (1) year relevant experience in directing shows, documentaries, commercials, and films—21 points (minimum)</li> </ul>	30

<sup>1</sup> The IC modality is expected to be used only for short-term consultancy engagements. If the duration of the IC for the same TOR exceeds twelve (12) months, the duration must be justified and be subjected to the approval of the Director of the Regional Bureau, or a different contract modality must be considered. This policy applies regardless of the delegated procurement authority of the Head of the Business Unit.

<i>(Additional points for every additional year)</i>	
<ul style="list-style-type: none"> <li>Produced at least three (3) video projects for clients—21 points (minimum) <i>(Additional points for every additional video project)</i></li> </ul>	30
<ul style="list-style-type: none"> <li>Experience of at least one (1) year working with teams—15 points <i>(Additional points for every additional year)</i></li> </ul>	20
<b>Language</b>	
<ul style="list-style-type: none"> <li>Excellent English writing and communication skills</li> </ul>	10
<b>TOTAL</b>	<b>100</b>

The candidate must attain at least 70 points to qualify.

#### I. Scope of Price Proposal and Schedule of Payments

Travel and accommodation costs related to the delivery of outputs shall be shouldered by the consultant. Potential on-site video shooting locations are the following: (i) Zamboanga, in coordination with BFAR-RO9 for the Octopus commodity; and (ii) Iloilo, in coordination with BFAR-RO6 for the BSC. Payment will be made in tranches based on the following milestones/outputs:

Tranches	% of the Contract Fee	Deliverable/Milestone Output
1 <sup>st</sup> tranche	20%	<ul style="list-style-type: none"> <li>First draft of the storyline</li> <li>Two (2) draft infographic designs, one for each commodity</li> <li>Draft banner design</li> </ul>
2 <sup>nd</sup> tranche	30%	<ul style="list-style-type: none"> <li>Final draft of the storyline</li> <li>Draft script and storyboard for video subjects</li> <li>Two (2) infographics representing supply chain for each commodity (in electronic copy)</li> <li>Two (2) roll-up banners for GMC-PHI project</li> </ul>
3 <sup>rd</sup> tranche	15%	<ul style="list-style-type: none"> <li>Two (2) draft video outputs: (i) project briefer video; and (ii) human-interest video</li> </ul>
4 <sup>th</sup> tranche	15%	<ul style="list-style-type: none"> <li>Four (4) draft video outputs for all contracted videos</li> </ul>
5 <sup>th</sup> tranche	20%	<ul style="list-style-type: none"> <li>Four (4) final video outputs (DVD copies) incorporating GMC-PIU comments</li> </ul>
<b>Total</b>	<b>100%</b>	

#### J. Recommended Presentation of Offer

The IC must submit the following:

- Letter of Confirmation of Interest and Availability (UNDP template);
- Personal Curriculum Vitae, indicating all past experiences from similar projects as well as the contact details (email and telephone number) of the candidate and at least three (3) professional references.
- Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided (fill in only those that are applicable).
- Brief description of why the candidate considers him/herself suitable for the position.

#### K. Criteria for Selection of the Best Offer

Combined Scoring method – where the qualifications and methodology will be weighted a maximum of 70%, combined with the price offer which will be weighted a maximum of 30%.