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GHANA

TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF INDIVIDUAL CONTRACTOR (IC)

GENERAL INFORMATION

Services/Work Description:	Recruitment of Individual consultant to produce high quality animation videos for peace campaigns in 6 languages
Project/Program Title:	GH Joint Peace and Governance project
Post Title:	National Consultant (NC)
Consultant Level:	Consultant
Duty Station:	ACCRA
Expected Places of Travel:	(Accra)
Duration:	30 days
Expected Start Date:	Immediately after signing the contract

I. BACKGROUND / PROJECT DESCRIPTION

Ghana's governance and democratic credentials are touted as one of the best in Africa. Ghana has had successful democratic transitions and have made some positive gains in good governance, however there are still noticeable negative traits that have the potential to erode the positive trends. For example, none of the seven elections, and other intervening elections such as the District Level Elections, intra-party elections, run offs and by-elections have been conducted in a totally violent-free environment; minor incidences of violence have been recorded in some electoral areas. The worry however is that, the levels of violence keep rising as the competition between the major political parties grows stronger over the years. The most recent case of electoral violence was recorded during the Ayawaso West Wuogon (AWW) Constituency by-election held on January 31, 2019, in which there was a shooting incident and about a dozen persons were injured in clashes between supporters of the opposition and purported national security operatives. The "Multi-stakeholder Consultative Platform for Peace and Democratic Governance" seeks to build consensus towards developing pragmatic and workable interventions to deal with critical issues of peace and governance in Ghana.

One of the outcomes to be achieved on this platform is to conduct advocacy campaigns to empower citizens with information and knowledge to promote peaceful coexistence and social cohesion. In addition, Ghanaians will be motivated to be responsible for their own behavior and actions by choosing sustainable choices for handling conflict. This initiative targets key stakeholders at local, regional and national levels. This includes; children, youth, adult, political actors, traditional and religious authorities, private sectors actors, CSOs, the media, schools etc. The aim is to leverage on traditional and digital media to carry out campaigns to promote peaceful coexistence. As part of the strategy, the platform would like to hire the services of a short-term national consultant to develop a 3-D animation videos on the effects of conflicts, violence/electoral violence on development and the need for peace and tolerance as one of the tools for behavior change.

II. SCOPE OF THE WORK

UNDP requires the services of a consultant to work with the team in producing short 3D animation videos in English, Ewe, Twi, Hausa, Dagbani and Twi and six (6) abbreviated videos for uploading and sharing on social media. The consultant will work with the team to develop the products within stipulated budgets and within set deadlines. The consultant is required to deliver:

- Deliverable 1: Prepare scripts, storyboard and narration of the animation
 - Meet and discuss with UNDP and some platform members to clarify the expectations
 - Prepare script for the video and share with Peace Analyst for approval
 - Script should reflect issues that can trigger violence in Ghana with characters that are relatable
- Deliverable 2: draft high-Resolution file suitable for web publishing broadcasting on TV and abbreviated versions for social media
 - Characters should be relatable
 - music selected should be same language as video language
 - voice narrating should be a young person
 - Drafting voiceover text and finalize as per feedback received
 - Process/edit video (and audio), including making of opening and end credits for the video, making of simple CGI in line with broadcast and web video standards.
 - Perform appropriate video editing including voice-over based on script
 - Submit draft short videos to Peace Analyst for review and comments
 - To prepare draft videos and submit it to UNDP for deliberation
 - Incorporate comments from the review
- Deliverable 3: Finalize the videos according to the feedback provided by UNDP.
 - Produce and submit the final short videos
 - 6 high resolution videos for TV broadcasting
 - 6 abbreviated videos for social media sharing

III. EXPECTED OUTPUTS AND DELIVERABLES

No.	Deliverables / Outputs	Estimated Duration to Complete	Review and Approvals Required
1	Submit script for animation video and work plan based on inputs from UNDP for the period	1 after signing of contract	Peace Analyst, UNDP
2	Submission of draft high-Resolution file suitable for web publishing TV broadcasting Video and abbreviated version for social media	15 days after signing contract	Peace Analyst, UNDP
3	Submit final 6 high-Resolution file suitable for web publishing TV broadcasting Video and 6 abbreviated version for social media	30 days after signing contract	Peace Analyst, UNDP

Specific Requirement:

Video:

- Animation should be in 3D in English, Twi, Ewe, Hausa, Ga and Dagbani
- Delivery on DVD, CD, USB or sent electronically
- Usage of appropriate and attractive graphics
- Quality Voiceover
- Clarity of information
- Six High Definition video for uploading and sharing on social media
- Six high definition videos for TV broadcasting

IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- a. The work of the IC will be supervised directly by the UNDP Peace and Governance Analyst or any officer assigned.

V. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC

- a) The successful Individual Consultant **SHALL NOT** be provided directly the following; Office Space, Equipment; Secretarial services; Local transport service, internet for their preparation.
- b) **All expenses must be anticipated and factored into the professional fees.**

VI. DURATION OF THE WORK

- a. The total contract days is 30 days.
- b. Strictly follow the timelines as stated in expected output table above.

VII. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR (IC)

The successful consultant must possess the following:

- The Consultant(s) should possess at least a Degree in ICT, cinematography and communication related field including areas as Video and Film Production, Cinematography, Performing Arts and other related fields;
- Extensive experience in producing development documentaries for international organizations with the aim of reaching both local and international audiences;
- Practical experience in animation video production - evidence of documented practical experience in animated video production is required;
- Demonstrate evidence of understanding of development and production of high-quality short videos;
- Excellent technical capacities (state of art filming equipment preferably High Definition) to ensure smooth and high-quality production.
- Additional experience in development communication will be an added advantage
- Full listing of video/audio and photo equipment that is owned by the IC
- Have extensive experience in producing animation documentary films, TV programmes and 3 to 4-minute short format films

Core Competencies:

- Demonstrates integrity by modelling the UN's values and ethical standards;
- Promotes the vision, mission, and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Treats all people fairly without favoritism; and

- Fulfills all obligations to gender sensitivity and zero tolerance for sexual harassment.

Important Note:

The Consultant is required to have the abovementioned professional and technical qualifications. Only the applicants who hold these qualifications will be shortlisted and contacted.

VIII. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Individual Consultant is expected to submit both the Technical including video, and social media samples and Financial Proposals. Accordingly; Individual Consultants will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals is:
 - a. Technical and Professional weight is 70%
 - b. Financial Criteria weight is 30%

Criteria	Weight	Max. Point
Technical Competence (based on CV, Proposal and interview (if required))	70%	
Qualification of consultant <ul style="list-style-type: none"> ▪ Technical qualification ▪ Academic qualification ▪ CV of Individual Contractor (IC) 		10 pts*
Professional experience of consultant <ul style="list-style-type: none"> ▪ Relevant previous experience in producing animations ▪ Provide at least 2 animation videos in Ga and Twi video coverages please include a link to a dropbox folder with samples of animation videos. Also include profile of all crew members. 		35 pts*
<ul style="list-style-type: none"> ▪ Understanding of scope of work demonstrated through detailed and comprehensive plan. 		25 pts *
Financial (Lower Offer/Offer*100)	30%	30
Total Score	Technical Score * 70% + Financial Score * 30%	

* It is mandatory criteria and shall have a minimum of 50%

IX. PAYMENT MILESTONES AND AUTHORITY

The qualified consultant shall receive his/her lump sum service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained	Percentage of Payment
1 ST Installment	Submission and approval of workplan and script	Peace Analyst, UNDP	10%

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained	Percentage of Payment
2 nd Installment	Submission of draft animation videos	"	30%
3 rd Installment	Submission of final animation videos	"	60%

X. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

For purposes of generating quotations whose contents are uniformly presented and to facilitate their comparative review, a prospect Individual Contractor (IC) is given a proposed **Table of Contents**. Therefore, prospective Consultant Proposal Submission must have at least the preferred contents which are outlined in the IC Proposal Submission Form incorporated hereto.

XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.

Copyright:


- Before Individual Contractor (IC) moves any photo on the wire or uploads it to an online Photo/Video Database as a video/photo essay or extended video caption story, he/she should contact UNDP's Resident Representative to obtain consent;
- The consultant is solely responsible for ensuring copyright of any music or material used in the film
- UNDP can provide the image(s) and video(s) to other UN organizations or the media at no cost at their will.

This TOR is approved by:

Name: Nana Chinbuah

Designation: Head of Democratic Governance Cluster

Signature:



Date Signed:

Nov 18 2019