

Terms of Reference (TOR)

For an Assignment Requiring the Services of an Individual Consultant in Communication for the development of a documentary on the UNDP DRM Unit

Project Name: Strengthening Disaster Risk Management Capacities in Lebanon with special focus on Refugee-hosting, High-risk local authorities – Phase III

Reference Number: 00071806

Subject: Procurement of services of a Communication Consultant for the Development of Documentary on the UNDP DRM Unit.

A. Project Description

Lebanon is subjected to a range of natural hazards. Earthquake and an associated tsunami pose the risk of a single mega natural disaster. In addition numerous small-scale disasters including floods, forest fires, land-slides and drought occur frequently. The vulnerability of the Lebanese population to both large and small scale disaster threats is compounded by the meager presence of the government's ministries in peripheral regions, un-planned urban expansion, lack of enforcement of building codes and regulations for land use, and a range of environmental factors such as rapid deforestation, poor sanitation, infiltration of sea water into ground aquifers and environmental pollution. The political instability in the region implies that Lebanon is also vulnerable to sudden influxes of mainly Internally Displaced Peoples (IDPs) such as what happened during the 2006 June war, as well as the influx of refugees from neighboring countries. At present, Lebanon is home to about 1.6 million Syrian refugees, many of whom are residing in areas prone to natural hazards. The coincidence of a natural hazard such as an earthquake with civil strife or another form of political conflict may have catastrophic consequences.

In addition to the rising risks of natural hazards, Lebanon faces man made threats in the form of wars, internal strife, and terror attacks. In May 2009, UNDP and the Lebanese Government represented by the Prime Minister signed a project document on "Strengthening Disaster Risk Management Capacities in Lebanon". The project aimed to help the Lebanese Government develop its disaster management and corresponding risk reduction strategy.

In order to achieve its outcome "mainstreaming disaster preparedness and management in national development framework strategies in Lebanon", the project needed to evolve through two main phases between 2009 and 2015 to provide a stable platform for future developments.

Phase III of the project, which stretches between 2016 – 2018, builds on the accomplishments made and aims to further "Help the Government of Lebanon in establishing effective national institutions; including disaster risk information and disaster risk management systems, to increase societal resilience against disasters, especially in refugee-hosting high risk within at the local level".

The Outputs of Phase III are:

1. National governance for disaster risk reduction improved through establishment of

- institutional mechanisms, instruments and technical capacities;
2. Capability of stakeholders increased to undertake risk-sensitive development planning based upon advance risk information systems;
 3. Resilience of Refugee-hosting, high-risk municipalities enhanced against risks of disasters and civic conflicts;
 4. Support the development of national recovery strategy and national capacities to implement post-crisis recovery programmes.

To this end and within the scope of highlighting the work of the UNDP DRM Unit in supporting the Lebanese Government build its resilience and raising awareness on disaster risk reduction actions and accomplishments at the national, sector/ministry and local levels along with the partnership of different stakeholders and donor support the project will require the services of a communication consultant to produce a documentary that summarizes key results, success and best practices of the UNDP DRM Unit.

B. Scope of Work

Under the supervision of the “Strengthening Disaster Risk Management Capacities in Lebanon” Project Manager, the communication consultant will develop a DRR documentary movie that highlights the UNDP DRM Unit major working themes that will be used in its different visibility and awareness activities to include:

- Develop the documentary film’s overall concept and scenario to familiarize viewers with the DRR overview; to highlight the risks of hazards in Lebanon and their potential consequences through graphics based on facts and figures; and to spread awareness on the role of individuals in DRR (how to be informed, prepared and involved).
- Interview selected interviewees for the film in order to show Lebanon’s commitment to Disaster Risk Management and the UNDP DRM Unit vision and mission, by exposing the unit’s achievements and future projects as well as introducing the beneficiaries of the project, its partners and donors.
- Develop the documentary script and storyboard to be used in the film and promote DRR tools (Website, mobile application, work within sectors and governorates).
- Perform appropriate video filming and shoot interviews with selected persons.
- Present a draft documentary to UNDP Project Manager for comments about contents.
- Produce 3-5 minutes FINAL documentary film in DVD as well as a summary promotional DVD version of 1-2 minutes long.

Targeted audience:

The main targeted audience is the public at large.

The secondary targeted audience are the partners (decision makers, agencies, ministries, local authorities), donors and beneficiaries.

Documentary Key Messages:

The documentary shall deliver the following key messages to the targeted audience:

1- Not every hazard should be a disaster everyone has a role to play (20 -30seconds):

Explain the concept of disaster risk reduction, and the risks Lebanon faces by using graphics of facts, figures and map of major hazards and incidents. The message should be delivered in a creative and attractive way that will leave impact on the targeted audience.

2- Lebanon's Commitment in DRM (30 -40 seconds):

Government message (Prime Minister, Secretary General...) that portrays the vision and commitment towards Lebanon's resilience.

UNDP message (Mr. Lazzarini, Luca Renda ...) that highlights UNDP's work and collaboration.

3- A day with UNDP DRM Unit: (1-2Min)

A story showing the process and actions of the unit in prevention (Risk Assessments- CNRS, mobile application), preparedness (field work interview with governors and partners, workshops and trainings; feedback from participants), response (NRP, response plans, NOR, operation rooms including interviews of beneficiaries sector and regions) and recovery (CDR...).

This story shall highlight major accomplishments of the unit.

Also it shall highlight on the role of donors in supporting the UNDP DRM Unit to accomplish its objectives in a creative way.

4- The way forward: (30 seconds)

Explaining the Sendai Framework for Disaster Risk Reduction 2015-2030 and its priorities along with the new PD 2016-2018 Outputs.

Showing in a creative way the role that should be played by individuals in making homes, schools, work places more resilient based on three steps: Be informed, be prepared and get involved.

Intellectual Property

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc) belonging to the UNDP DRM Unit, which the communication consultant may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of the UNDP DRM Unit who shall have exclusive rights over their use.

C. Expected Outputs and Deliverables

All deliverables shall be delivered in one electronic soft copy, preferably in Microsoft Word format, where applicable.

The language of the documentary is Arabic with subtitles in English.

DOCUMENTARY VALIDATION MODALITIES

Provisional approval of submitted reports and draft documentaries shall take place at each of the defined milestones shown in the delivery schedule in below section. It is expected that such approval shall not exceed 7 working days from the notification of the completion of a specific milestone.

On submittal of the final documentary, the Project Manager shall respond within a maximum of ten working days and the decision may either be:

- a) Approval,
- b) Approval with reservations upon which the Consultant shall reply within five working days under penalty of rejection,

c) Rejection with clear justifications.

DELIVERY SCHEDULE

The Consultant is expected to complete and submit the deliverables within maximum 15 working days over a period of maximum 2 months from contract signature.

The Communication Consultant is expected to provide and develop:

- The documentary/movie overall concept and scenario based on above mentioned objectives.
- Develop the documentary script and storyboard to be used in the documentary.
- Interview selected interviewees for the documentary film who will include actual beneficiaries, local government officials, implementing partners.
- Perform appropriate video filming and shoot interviews with major beneficiaries and stakeholders.
- Present a draft documentary for commenting.
- Produce one final documentary of 3-5 minutes in DVD as well as a summary promotional DVD version of 1-2 minutes long.

Outputs	Deliverables	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required
Inception Report	Provide documentary/movie overall concept and scenario	3 working days	1 June	Project Manager
Documentary story board	Provide documentary script and storyboard to be used in the documentary	3 working days	8 June	
First Draft Documentary	Finalization of video filming and shoot interviews with major partners and stakeholders	5 working days	15 June	
First Draft Documentary	Presentation and approval of updated draft documentary of commenting and advice	2 working days	22 June	
Final Documentary	One 3-5 min documentary and one 1-2 min promotional summary	2 Working Days	28 June	

D. Institutional Arrangement

The contractor will work under the direct supervision of the “Strengthening Disaster Risk Management Capacities in Lebanon” Project Manager.

The project will provide the Consultant with all available data and secondary sources and facilitate the meetings with the people to be interviewed along with the site field visits.

Means of transportation to commute from/to the duty station and means of communication :

The contractor will count on his/her own communication means.

The contractor will ensure his/her own logistical arrangements, no additional payment will be made for travel and accommodation costs of the contractor and/or filming crew.

E. Duration of the Work

The tasks will require maximum 15 working days that shall be completed within a maximum 2 months from the signature of the contract.

F. Duty Station

The contractor will be working from his studio/work station with visits to the Office of the Prime Minister in Lebanon and the field as needed to conduct interviews and film sites of project activities.

The selected contractor will have to report to the grand serial upon the project manager’s guidance.

G. Qualifications and Competencies

The Individual Consultant should possess the following minimum qualifications:

Academic Qualifications:

- Advanced university degree in Audio visual and communication or relevant field.

Years of Experience:

- Minimum of five years’ work experience in the area of film/reporting/documentary writing, producing, directing and editing.

Competencies:

- Excellent technical capacities to ensure smooth and high-quality production (video production staff, owner of its own video production studio or a documented proof

of an access to a rented video studio);

- Experience in working with UN agencies, NGOs and local authorities, working in the local development and public administration field;
- History of performance excellence regarding themes/target groups that are the same as/similar to the above mentioned ones;
- Ability to operate under pressure and meet deadlines;
- Ability to effectively apply high production and technical standards for the purpose of maintaining high levels of professionalism;
- Similar successful materials filmed.

Language Requirements:

- Fluency in Arabic and English.

H. Scope of Price Proposal and Schedule of Payments

All proposals must be expressed in a lump sum amount:

- The lump sum amount must be “all-inclusive¹”;
- The contract price is fixed regardless of changes in the cost components.

The lump sum amount will be paid to the consultant in the following manner:

- 20% of the total amount of the contract upon submission of the inception report and UNDP acceptance.
- 20% of the total amount of the contract upon submission of the draft documentary and UNDP acceptance.
- 60% of the total amount of the contract upon submission of the final documentary revised and approved documentary by UNDP.

¹The term “All inclusive” implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal