

Terms of reference



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GENERAL INFORMATION

Title: Production of Multimedia Products on Justice Reform in Support of the JUST Project.

Project Name: Justice Undertakings for Social Transformation (JUST) Project

Reports to: Ava Whyte-Anderson, Programme Analyst, Capacity Development

Duty Station: Jamaica

Type: Institutional

Expected Places of Travel (if applicable): not applicable

Duration of Assignment: 3 months

REQUIRED DOCUMENTATION FROM CONTRACTOR

| | |
|---|--|
| X | Letter of presentation highlighting main qualifications and experience relevant to this TOR; CV and Signed P11 |
| X | Sample of work previously undertaken |
| X | Completed Technical Proposal |
| X | Completed financial proposal |
| X | Completed P11 form and updated CVs of Team members |

I. BACKGROUND

The Justice Undertakings for Social Transformation (JUST) project is currently being implemented by the Government of Jamaica (Ministry of Justice with the Justice Reform Implementation Unit (JRIU) with support from Canada's Department of Justice (Justice Canada) and the United Nations Development Program (UNDP). Non-state implementing partners were integrated into the structure of the JUST in the 2018/19 Fiscal year. The JUST can be divided into three components, as follows:

- A) Technical-Legal Assistance Component: This component involves deployment of Canadian technical experts and Justice Canada personnel to Jamaica, to work with the Ministry of Justice, the Office of the Director of Public Prosecutions and the Courts to address a wide range of matters aimed at improving the capacity of core justice sector institutions to manage and implement their core business.
- B) Institutional Strengthening Component: This component involves strengthening the technical and result-based management capacity of the Ministry of Justice, primarily through the establishment of the Justice Reform Implementation Unit (JRIU).
- C). Social Order Component: This component will focus on initiatives aimed at improving the capacity of women and men and girls and boys to equitably access gender-sensitive justice information, advice and services, as well as improving the capacity of citizens, civil society representatives (including women's rights organizations) and legal professionals to participate in the

justice reform process.

This consultancy falls under the Social Order Component and is designed to fulfill the immediate outcome of increased equitable access by women, men and youth to legal information, legal advice and support services, and will do so through the development of Multimedia Products.

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

Summary of the Service being requested:

The consultant will be expected to achieve the following through the recruitment and/or direction of appropriate talent that has a proven capacity to develop products that reflect the Jamaican cultural context and language:

- Create eight 2D animated videos as per scripts and storyboards supplied that will detail shot lists with visual descriptions, tone, mood and desired outcomes as per guidance from UNDP. Videos are to be an average 3-4 minutes long, formatted as MP4s, and are to be used primarily on social media targeting diverse Jamaican audiences.

Justice reform themes for 2D animated videos are as follows:

1. Family Court
 2. Filing for Divorce
 3. Assault and Obtaining a protection order
 4. Probate and Letters of Administration
 5. Jury Duty
 6. Summons/Landlord and Tenant
 7. Rights of children in conflict with the law
 8. Rights of child victims.
- The design of eight posters to be adapted using script and artwork from each animated video, as per creative direction.
 - The reformatting of the eight posters to create eight pull-out brochures, as per creative direction.
 - Production of three (3) 30-second radio commercials tailored to diverse Jamaican audiences, including the development of a common jingle to be used in all three.
 - Production of six (6) newspaper Advertisements based on layout provided.
 - Final versions of videos and posters

DELIVERABLES AND TIMELINE

The deliverables will be created over a span of 3 months, with support from the project communications specialist, United Nations Development Programme (UNDP) and Global Affairs Canada (GAC). The table below details the specific deliverables:

| Deliverables | Required tasks to complete Deliverables | Estimated number of working days | Proposed Completion deadline (2019) | Review and Approvals Required |
|---|---|---|--|--|
| Deliverable 1: Inception Report to include: <ul style="list-style-type: none"> - Production plan (schedule, location etc.) and establishment of a production team for animations. | <ul style="list-style-type: none"> - Meeting with UNDP Programme Analyst, GAC Project Manager and UNDP Project Communication Specialists to discuss campaign objective and scripts - Hiring of Talent (4 voice talents- adult male, adult female, male child, female child) | 5 | November 2019 | UNDP Programme Analyst and GAC Project Manager |
| Deliverable 2: Eight 3-4-minute animations to including the following themes: <ol style="list-style-type: none"> 1. Family Court 2. Filing for Divorce 3. Assault and Obtaining a protection order 4. Probate and Letters of Administration 5. Jury Duty 6. Summons/Landlord and Tenant 7. Rights of children in conflict with the law 8. Rights of child victims | <ul style="list-style-type: none"> - Voicing of script - Creation of animated characters and scenes - Post production including video editing, graphic design and inclusion of subtitles | 20 | January 2020 | UNDP Programme Analyst and GAC Project Manager |
| Deliverable 3: Three 30-second radio commercials | <ul style="list-style-type: none"> - Voicing of script - Production and voicing of jingle | 10 | January 2020 | UNDP Programme Analyst and |

| | | | | |
|---|---|----|-----------------|--|
| | | | | GAC Project Manager |
| Deliverable 4: Eight Posters and Eight brochures adapted from videos | - Use animations from videos and adapt into posters. | 15 | January 2020 | UNDP Programme Analyst and GAC Project Manager |
| Deliverable 5: Six (6) Newspaper Advertisements produced based on layout provided | - Layout will be provided for the Newspaper Advertisements | 5 | January 2020 | |
| Deliverable 6: Final versions of videos and posters | - Animations, radio commercials presented to UNDP, GAC and Project Communications Specialist to discuss any revisions needed. | 10 | January 31 2020 | UNDP Programme Analyst and GAC Project Manager |

The firm is expected to submit original and editable copies of all raw files and final output in data files or on an external hard drive. Background documents will be annexed for additional information on the project.

III. WORKING ARRANGEMENTS

Institutional Arrangement

- a) The company will report to the UNDP Programme Analyst, under the overall guidance of UNDP's Resident Representative and with support from the Project Manager, Global Affairs Canada.

Duration of the Work

- a) The anticipated start date for the consultancy is November 2019
- b) UNDP and relevant partners will review and provide comments on deliverables within 3-5 business days of receipt of the deliverable

Duty Station

- a) *Jamaica*

b) The company will report to the UNDP Programme Analyst under the overall guidance of

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Team Lead : Communications Specialist

Academic Qualifications and years of experience:

- Bachelor's degree or higher in Communications or related field or equivalent professional qualifications

Required Skills and Experience:

- Minimum of 5 years' professional work experience in media and communication
- Demonstrated Experience in development and production of communication materials for various media outlets including TV, radio, print, and social media (at least 5 previous assignments)
- Experience in managing multimedia development assignments
- Experience coordinating the development of communications or public education products for Jamaican or Caribbean audiences
- Experience working with UN Agencies or similar multilateral agencies would be an asset

Competencies and special skills requirement:

- Demonstrates excellent communication skills in English – orally and in writing
- Demonstrates professional approach with strong work ethic

Multimedia Specialist

Academic Qualifications and years of experience:

- Bachelor's Degree in Design, Visual Communication, Film Production or related field or at least five years of experience in lieu of a degree
- Professional certification or training in design and animation software

Required Skills and Experience:

- Three years with a degree or Five years (in lieu of degree) of working experience development of multimedia communications and public education products
- Experience in creating animated videos (at least three previous assignments)
- Experience in producing radio commercials (at least three previous assignments)
- Experience in developing communications and public education products for Jamaican or Caribbean audiences

Competencies:

- Demonstrates excellent communication skills in English – orally and in writing
- Demonstrates professional approach with strong work ethic

Graphic Designer

Academic Qualifications and years of experience:

- Bachelor's degree in Graphic Design, Communications or related field or at least three years of experience in lieu of degree
- Professional certification or training in graphic design software including but not limited to Illustrator, InDesign, Photoshop, After Effects etc.

Required Skills and Experience:

- Three years with a degree or Five years (in lieu of degree) of professional experience in graphic design and layout work
- Demonstrated experience in designing a range of information, education and communication (IEC) materials including brochures and posters (at least three previous assignments)
- Experience in developing graphics that represent and reflect the Jamaican or Caribbean social context
- Experience in developing graphics that are used for behaviour change or development communication

Competencies:

- Excellent oral and written communication skills
- Demonstrates professional approach with strong work ethic

V. EVALUATION METHOD AND CRITERIA

Consultant Firms will be evaluated based on the following methodology:

The criteria which shall serve as basis for evaluating offers will be:

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

The award of the contract will be made to the firm whose offer has been evaluated and determined as:

- Responsive and acceptable
- Having received the highest score out of a predetermined set of weighted technical and final criteria specific to the solicitation
- Only the highest ranked firm who would be found qualified for the job will be considered for the Financial Evaluation.

1. *Technical Criteria* - 70% of total evaluation – max points: 70
2. *Financial Criteria* - 30% of total evaluation – max points: 30

Below is the breakdown of technical proposal on 100% which will represent 70% of the overall score:

| Summary of Technical Proposal Evaluation Forms | | Score Weight | Points Obtainable |
|--|--|--------------|-------------------|
| 1. | Expertise of Firm / Organisation submitting Proposal | 20% | 200 |
| 2. | Proposed Work Plan and Approach | 30% | 300 |
| 3. | Personnel | 50% | 500 |
| | Total | | 1000 |

| Technical Proposal Evaluation Form 1 | | Points obtainable |
|---|---|------------------------------|
| 1.1 | Reputation of Organisation and Staff (Competence / Reliability) | 35 |
| 1.2 | Litigation and Arbitration history- (firms are expected to mention all litigation an arbitration matters and indicate none if necessary) | 10 |
| 1.3 | General Organisational Capability which is likely to affect implementation (i.e. loose consortium, holding company or one firm, size of the firm / organisation, strength of project management support e.g. project financing capacity and project management controls) | 30 |
| 1.4 | Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills)- Please clearly identify all sub-contractors where necessary | 10 |
| 1.5 | Quality assurance procedures, warranty – firms are expected to indicate measures that will be used to guarantee the highest level of quality and integrity of deliverables | 15 |
| 1.6 | Relevance of: <ul style="list-style-type: none"> • Specialized Knowledge relevant to consultancy (25 marks) • Experience working on similar programme/projects in Jamaica (25 marks) • Experience working with Projects in the Caribbean Region (25 marks) • Work for UNDP/Major multilateral organisations or national development programmes (25 marks) | 100 |
| | | 200 |

Proposed Work Plan and Approach

| Technical Proposal Evaluation Form 2 | | Points Obtainable |
|---|--|----------------------|
| 2.1 | To what degree does the Offeror understand the task? | 40 |
| 2.2 | Have the important aspects of the task been addressed in sufficient detail? | 40 |
| 2.3 | Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal? (For example, did the consultant undertake any research of the market for this consultancy? What were the findings? | 30 |
| 2.4 | Have the risk/limitations been identified and proposal for addressing same proposed? | 30 |
| 2.5 | Is the scope of task well defined and does it correspond to the TOR? | 80 |
| 2.6 | Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project? | 80 |
| | | 300 |

Management Structure and Key Personnel

| Technical Proposal Evaluation Form 3 | | Points Obtainable |
|---|--|----------------------|
| 3.1 | Communications Specialist/Team Leader | 100 |
| | Bachelor's Degree or higher in Communications or related field or 5 years equivalent work experience | 10 |
| | Minimum of 5 years' professional work experience in media and communication (10 Marks for the Minimum of 5 years and 2 additional marks for each year thereafter) | 20 |
| | Demonstrated Experience in coordinating the development and production of communication materials for various media outlets including TV, radio, print, and social media (at least 4 previous assignments) (5 points per assignment) | 25 |
| | Strong communication skills including presentation and report writing (as demonstrated by sample work and technical proposal) | 15 |

| | | | |
|-----|--|----|-----|
| | Experience working with UN agencies or similar Multilateral agencies would be an asset. | 5 | |
| | Experience in coordinating the development of multi-media products for Jamaican or Caribbean audiences | 25 | |
| 3.2 | Multimedia Specialist | | 200 |
| | Bachelor's Degree in Design, Visual Communication, Film Production or related field or at least five years of experience in lieu of a degree | 15 | |
| | Professional certification or training in design and animation software | 10 | |
| | Three years with a degree or Five years (in lieu of degree) of working experience in and multimedia design (20 points for the minimum and 2 points for each year thereafter) | 30 | |
| | Experience in creating animated videos (at least three previous assignments) (5 points per assignment) | 30 | |
| | Experience in producing radio commercials (at least three previous assignments) (5 points per assignment) | 30 | |
| | Sample of work including animated video and radio commercial | 50 | |
| | Experience working with UN agencies or similar Multilateral agencies would be an asset. | 5 | |
| | Experience in developing communications and public education products for Jamaican and Caribbean audiences | 30 | |
| | | | |
| 3.3 | Graphic Designer | | 200 |
| | Bachelor's degree or higher in Graphic Design, Communications or related field or at least three years of experience in lieu of degree | 15 | |
| | Professional certification or training in graphic design software including but not limited to Illustrator, InDesign, Photoshop, After Effects etc. | 10 | |
| | Three years with a degree or Five years (in lieu of degree) of professional experience in graphic design and layout work (20 points for the minimum and 2 points for each year thereafter) | 30 | |

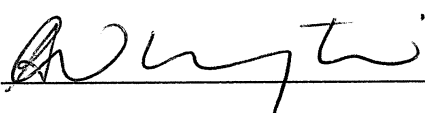
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|--|--|----|-----|
| | Demonstrated experience in designing a range of information, education and communication (IEC) materials including brochures and posters (at least three previous assignments) (5 points per assignment) | 30 | |
| | Sample of work including posters and brochures | 50 | |
| | Experience working with UN agencies or similar Multilateral agencies would be an asset. | 5 | |
| | Experience developing graphics that reflect the Jamaican or Caribbean social context | 30 | |
| | Experience in developing graphics that are used in behavior change or development communication | 30 | |
| | Total Part 3 | | 500 |

Total Technical Score 70%

The lowest financial offer among technically compliant firms will be given the maximum score of thirty (30) points and the remaining offers will be assigned a score in inverse proportion.

The firm that obtains the highest cumulative score by adding both the weighted technical score and the financial score will be selected.

This TOR is approved by:

Signature: 

Name and Designation: Ava Whyte-Anderson, Programme Analyst, Capacity Development

Date: 26 Sept 2019.