REQUEST FOR PROPOSAL (RFP)
Production of Communications Materials for Safe Ground Campaign
(Process 21782)

Dear Sir / Madam:

We kindly request you to submit your **Proposal for Production of Communications Materials for Safe Ground Campaign.**

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 6 November 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 90 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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Sereyvattana Chan
Procurement Analyst
25 October 2019

Annex 1

Description of Requirements

Context of the Requirement	The landmine and explosive remnants of war (ERW) problem in Cambodia is the result of a series of internal and regional conflicts that affected the country from the mid-1960s until the end of 1998. The anti-personnel mine problem is concentrated, but not limited to, the north-western provinces bordering Thailand, and is one of the most densely contaminated regions in the world. Other parts of the country, mainly the east, are impacted by ERWs, including cluster munitions. The number of landmine and ERW accidents has been dropping, from 4,320 in 1996 to 58 in 2018. However, landmines and ERW continue to hinder national reconstruction and development as some 1,734 square kilometers remain impacted by the presence of landmines and ERW, including cluster munitions. Cambodia adopted a Sustainable Development Goal on landmines and explosive remnants of war – SDG 18: End the negative impact of mines/ERW and promote victim assistance. However, the Royal Government of Cambodia has a US$406 million shortfall in its aim to achieve the eight goals outlined in the Strategy, leading to Cambodia mine-free 2025. To raise these kinds of funds requires vast momentum and coalitions to be built on a global scale. The good news is that the UN family and the Royal Government are primed, ready and committed to begin building global awareness. Recently, the United Nations Secretary-General António Guterres launched the five-year Safe Ground campaign (2019 – 2023) on the 4 April 2019, the International Day for Mine Awareness and Assistance in Mine Action. The purpose of the Campaign, as he stated, is to raise awareness and resources for the victims and survivors of armed conflict through the promotion of sport and of the Sustainable Development Goals (SDGs). In Cambodia, shortly after Secretary-General announced the Campaign, the UN Country Team was hosted by the Prime Minister and his Cabinet for their annual dialogue. During the discussion, the Prime Minister called on the UN Resident Coordinator and the UN Country Team (UNCT) to support Cambodia to raise global awareness efforts to achieve the mine free vision by 2025. To do this, the UNCT and Royal Government have agreed to launch the Safe Ground Campaign, turning minefields into playing fields by leveraging partnerships with Member States, donors, celebrities, civil society, sport federations and the private sector, to clear existing playing fields of explosive ordnances, and identify new areas that can become sports facilities. These reclaimed areas will bring communities together, to raise awareness about victims/survivors of war and act as a catalyst to raise the much-needed resources for the continued mine clearance. The video will give a global audience insight into the continued danger of landmines in Cambodia, and the impact on local communities. It will

	highlight the Safe Ground Campaign by bringing attention to survivors of armed conflict, and linking mine action, sport and the Sustainable Development Goals. The purpose of the campaign should be highlighted in the video, which is to develop safe facilities for people to practice sport, creating a sense of security through safe ground. These themes will be highlighted in the film and portrayed through the story of a young child from the selected village. Specifically, the video will tell the story of a young person (age 7-13) whose life has been affected by landmines. The protagonist will illustrate the threat landmines present to the community, and the positive effect of turning the unsafe ground into cleared playing fields for the community.
Implementing Partner of UNDP	Clearing for Results Phase IV: Mine Action for Human Development
Brief Description of the Required Services	In close collaboration with UNDP and in cooperation with relevant partners, the service provider will develop a high-quality film highlighting mine action and the 'Safe Ground Campaign' in Cambodia. The selected firm/organization is required to perform the following tasks: • Work with the UNDP team to develop and outline the film's concept, narrative and script; • Develop communication strategy that will complement the release of the video to ensure the widest possible audience is reached; • Undertake the filming, editing, and postproduction of the video; • Finalize video after feedback from CMAA, UNDP Cambodia, and UN HQ if needed. A detailed ToR is attached.
List and Description of Expected Outputs to be Delivered	All the final Outputs and Deliverables of this assignment developed by the service provider will be produced in accordance with inputs provided by UNDP during the production/development process of materials and at earlier stages. Output 1: Detailed work plan of assignment, including: - Concrete storyline of the film - Selection of character and shooting plan - Draft scripts - Social media strategy for film rollout Output 2: Rough cut/first draft of video - Filming in field - Video production - Rough cut Output 3: Final video with English subtitled version, and a Khmer version, submitted with associated materials.
Person to Supervise the Work/Performance of the Service Provider	UNDP Project Manager

Frequency of Reporting	Refer to attached ToR
Progress Reporting Requirements	Refer to attached ToR
Location of work	☒ Projects' office/site ☒ At Contractor's Location
Expected duration of work	28 working days (from November to December 2019)
Target start date	From 18 November 2019
Travels Expected	N/A
Special Security Requirements	N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	☐ Office space and facilities, if needed
Implementation Schedule indicating breakdown and timing of activities/sub-activities	☒ Required
Names and curriculum vitae of individuals who will be involved in completing the services	☒ Required
Currency of Proposal	☒ United States Dollars
Value Added Tax on Price Proposal	☒ Must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals *(Counting for the last day of submission of quotes)*	☒ 90 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	☒ Not permitted
Payment Terms[1]	

Outputs	Percentage	Timing	Condition for Payment Release

[1] *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.*

	Upon satisfactory completion of output #1	30%	29 Nov 2019	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.
	Upon satisfactory completion of output #2	40%	15 Dec 2019	
	Upon satisfactory completion of output #3	30%	31 Dec 2019	
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	UNDP Communication experts. Overall supervision will be provided by the Clearing for Results Project and Programme team and subsequently approved by the Head of Programme Unit of UNDP Cambdoia			
Preliminary Examination	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. The below requirements will be reviewed under Preliminary Examination before proceeding with the evaluation. UNDP may reject any Proposal at this stage. 1. Legally registered audit firm with Certificate of Registration of the business, including Articles of Incorporation, or equivalent document. 2. Form for Submitting Service Provider's Technical Proposal is duly completed and signed as per **Annex-B** (*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). 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.* 3. Technical and Financial Proposals are submitted in separate sealed envelopes. 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.			
Criteria for Contract Award	☒ Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) The total score for each proposal will be calculated independently by the following formula: <u>Rating the Technical Proposal (TP):</u>			

TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100

Rating the Financial Proposal (FP):

FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100

Total Combined Score:

(TP Rating) x Weight of TP (70%)

+ (FP Rating) x Weight of FP (30%)

Total Combined and Final Rating of the Proposal

☒ 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.

Criteria for the Assessment of Proposal

Technical Proposal (70%)

The Technical Proposal of the offerors will be evaluated based on the following criteria:

The total number of points allocated for the technical proposal is 1000. The technical proposal of the offeror is evaluated based on following criteria:

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	Film/organization must have at least 5 years of practical experience in the development of multi-media communications materials and campaigns in the field of development.	50
2	Firm/organization must have solid experience in production of video/film materials and photography. Samples of work will have to be submitted in the application package.	100
3	Experience working with United Nations' funded programs or similar.	50

4	Strong knowledge and understanding of the Cambodian culture and context is an asset.	50
	Total:	250

No.	Proposed Approach and methodology	Points Obtainable
1	To what degree does the service provider understand the task? Have the important aspects of the task been addressed in sufficient detail?	200
2	Submission of a creative proposal on how to make the video appealing to our target audience.	200
3	Is the presentation clear, is the sequence of activities and the planning logical, realistic, and promise efficient implementation?	100
	Total	500

No.	Proposed personnel	Points Obtainable
1	**Team Leader:** • Bachelor's Degree (or above) in Communications, Political Science, International Development, Sociology, or a related field; **20 points** • Minimum of 3 years of experience managing communications projects and/or development programs in the field of communications internationally or in Cambodia; **50 points** • Strong organizational and facilitation skills; **15 points** • Demonstrates integrity and fairness, by modeling the UN/UNDP's values and ethical standards; **15 points**	100
2	**Writer/Producer/Director (1 Position)** • Bachelor's Degree (or above) in Communications, Media Production, Film Production, or related field; **15 points** • At least 7 years of experience as a professional video/film camera person, cinematographer and photographer (with samples of works to be included in application package); **25 points** • Strong experience in post-production of videos/films; **25 points** • Proficient in English (Khmer considered an asset) **10 points**	75
3	**Camera/Photographer/Editor (1 position)** • Bachelor's Degree (or above) in Communications, Media Production, Film Production, or related field; **15 points**	75

		• At least 7 years of experience as a professional video/film camera person, cinematographer and photographer (with samples of works to be included in application package); **30 points** • Strong experience in post-production of videos/films; **30 points**	
		Total	250

The minimum score required to pass the evaluation of technical proposal is 70% of the total obtainable score of 1,000 points.

Financial Proposal (30%)
To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

Post Qualification Review	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: a) Verification of accuracy, correctness and authenticity of information provided by the Proposer on the legal, technical and financial documents submitted; 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; c) Inquiry and reference checking with other previous clients on the quality of performance on ongoing or previous contracts completed; d) Physical inspection of the Proposer's offices, branches or other places where business transpires, with or without notice to the Proposer; and Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract.
UNDP will award the contract to:	☒ One Service Provider
Type of Contract to be Signed	☒ Purchase Order ☒ Contract Face Sheet (Goods and-or Services) UNDP (this template is also utilized for Long-Term Agreement[2] and *if LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.)*

[2] *Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation*

Contract General Terms and Conditions[3]	☒ General Terms and Conditions for contracts Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Annexes to this RFP[4]	☒ Form for Submission of Proposal (Annex 2) ☒ Form for Submission of Financial Proposal (Annex 3) ☒ Detailed TOR ☒ Others[5] (General Terms and Conditions)
Contact Person for Inquiries (Written inquiries only)[6]	*Aphikovith Phin* *Procurement Associate* *Aphikovith.phin@undp.org; and cc: procuremet.kh@undp.org* 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.
Other Information: Required Documents for Submission	☒ **Technical Proposal:** Form for Submitting Service Provider's Technical Proposal is duly completed and signed as per **Annex-2** *(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.* ☒ **Financial Proposal**: Form for Submitting Service Provider's Financial Proposal is duly completed and signed **Technical and Financial Proposals are submitted in separate sealed envelopes.** 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

[3] *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.*
[4] *Where the information is available in the web, a URL for the information may simply be provided.*
[5] *A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.*
[6] *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.*

Annex 2

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL[7]

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery[8])

[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 **10/25/2019** , 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].....

[7] *This serves as a guide to the Service Provider in preparing the Proposal.*
[8] *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.

Annex 3

FORM FOR SUBMITTING SERVICE PROVIDER'S FINANCIAL PROPOSAL[9]

(This Form must be submitted using the Service Provider's Official Letterhead[10])

[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*

	Deliverables *[list them as referred to in the RFP]*	**Percentage of Total Price** *(Weight for payment)*	**Price** *(Lump Sum, All Inclusive)*
1	Deliverable 1		
2	Deliverable 2		
3	....		
	Total	100%	

**This shall be the basis of the payment tranches*

Cost Breakdown by Cost Component ***[This is only an Example]*:**

Description of Activity	**Remuneration per Unit of Time**	**Total Period of Engagement**	**No. of Personnel**	**Total Rate**
I. Personnel Services				
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				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				

[9] *This serves as a template to the Service Provider in submitting the Financial Proposal.*
[10] *Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes*

6. Others				
III. Other Related Costs				

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

TERMS OF REFERENCE
Professional Service

Project Information

Assignment Title:	Communication Firm/Organization for Production of Communications Materials for Safe Ground Campaign
UNDP Practice Area:	Mine Action
Cluster/Project:	Clearing for Results Phase IV: Mine Action for Human Development
Assignment Location:	Phnom Penh, with possible travel to several locations in Cambodian provinces
Assignment Duration:	28 Days (18 November - 31 December 2019)

Background and Project Description:

The landmine and explosive remnants of war (ERW) problem in Cambodia is the result of a series of internal and regional conflicts that affected the country from the mid-1960s until the end of 1998. The anti-personnel mine problem is concentrated, but not limited to, the north-western provinces bordering Thailand, and is one of the most densely contaminated regions in the world. Other parts of the country, mainly the east, are impacted by ERWs, including cluster munitions.

The number of landmine and ERW accidents has been dropping, from 4,320 in 1996 to 58 in 2018. However, landmines and ERW continue to hinder national reconstruction and development as some 1,734 square kilometers remain impacted by the presence of landmines and ERW, including cluster munitions.

Cambodia adopted a Sustainable Development Goal on landmines and explosive remnants of war – SDG 18: End the negative impact of mines/ERW and promote victim assistance.
However, the Royal Government of Cambodia has a US$406 million shortfall in its aim to achieve the eight goals outlined in the Strategy, leading to Cambodia mine-free 2025. To raise these kinds of funds requires vast momentum and coalitions to be built on a global scale.
The good news is that the UN family and the Royal Government are primed, ready and committed to begin building global awareness.

Recently, the United Nations Secretary-General António Guterres launched the five-year Safe Ground campaign (2019 – 2023) on the 4 April 2019, the International Day for Mine Awareness and Assistance in Mine Action. The purpose of the Campaign, as he stated, is to raise awareness and resources for the victims and survivors of armed conflict through the promotion of sport and of the Sustainable Development Goals (SDGs). In Cambodia, shortly after Secretary-General announced the Campaign, the UN Country Team was hosted by the Prime Minister and his Cabinet for their annual dialogue. During the discussion, the Prime Minister called on the UN Resident Coordinator and the UN Country Team (UNCT) to support Cambodia to raise global awareness efforts to achieve the mine free vision by 2025.

To do this, the UNCT and Royal Government have agreed to launch the Safe Ground Campaign, turning minefields into playing fields by leveraging partnerships with Member States, donors, celebrities, civil society, sport federations and the private sector, to clear existing playing fields of explosive ordnances, and identify new areas that can become sports facilities. These reclaimed areas will bring communities together, to raise awareness about victims/survivors of war and act as a catalyst to raise the much-needed resources for the continued mine clearance.

The video will give a global audience insight into the continued danger of landmines in Cambodia, and the impact on local communities. It will highlight the Safe Ground Campaign by bringing attention to survivors of armed conflict, and linking mine action, sport and the Sustainable Development Goals. The purpose of the campaign should be highlighted in the video, which is to develop safe facilities for people to practice sport, creating a sense of security through safe ground. These themes will be highlighted in the film and portrayed through the story of a young child from the selected village.

Specifically, the video will tell the story of a young person (age 7-13) whose life has been affected by landmines. The protagonist will illustrate the threat landmines present to the community, and the positive effect of turning the unsafe ground into cleared playing fields for the community.

Objective of the Assignment

The purpose of the contract is to produce a short viral video (no longer than 140 seconds), highlighting mine action and the impact of mine and ERW on the lives of Cambodians. This video will be used to kick-off the Safe Ground Campaign and to raise global awareness for the continued efforts needed to support mine action in Cambodia. The selected Communication Firm/Organization will be also be responsible for the development of a related social-media strategy that will complement the release of the video.

Scope of Work

In close collaboration with UNDP and in cooperation with relevant partners, the service provider will develop a high-quality film highlighting mine action and the 'Safe Ground Campaign' in Cambodia.

The selected firm/organization is required to perform the following tasks:

- Work with the UNDP team to develop and outline the film's concept, narrative and script;
- Develop communication strategy that will complement the release of the video to ensure the widest possible audience is reached;
- Undertake the filming, editing, and postproduction of the video;
- Finalize video after feedback from CMAA, UNDP Cambodia, and UN HQ if needed.

Methodology

Detailed methodology:

- The production of the video must be guided by a script that will describe the narration and flow of topics and action, the person to be featured, and accompanying footage and sound. The script will be developed by the service provider and discussed and agreed with UNDP.
- Creative combinations of footage, visual effects, image formats, licensed music, voices, and sounds are highly appreciated, as appropriate.
- There will be two versions of video: one in th English language except the original voices of Khmer characters (this is for global audience) and one in Khmer (for local audience). The video will include, where appropriate, Khmer or English subtitles.
- Written consent of persons who are filmed and/or photographed will be required and provided by the service provider, along with all other materials.
- Reference/logo of UNDP will be included in credits of the video material produced.
- All rights reserved. UNDP will be the copyright holder of video material, b-roll, licensed music, and pictures produced/used in the video production, although further uses by other partners may be authorized after consultation and agreement by UNDP.
- The video produced and approved by UNDP is intended to target public audiences not only in Cambodia, but on a global scale. This video will be widely disseminated, so any citizen, institution or organization will be encouraged to disseminate the video through their personal or corporate communication and social media channels.

Expected Outputs and Deliverables

All the final Outputs and Deliverables of this assignment developed by the service provider will be produced in accordance with inputs provided by UNDP during the production/development process of materials and at earlier stages.

No	Deliverables/Outputs	Estimated Duration of Work	Target Due Dates
1	Output 1: Detailed work plan of assignment, including: - Concrete storyline of the film - Selection of character and shooting plan - Draft scripts - Social media strategy for film rollout	14 Working Days	18 Nov – 29 Nov.
2	Output 2: Rough cut/first draft of video - Filming in field - Video production - Rough cut	7 Working Days	29 Nov – 15 Dec.
3	Output 3: Final video with English subtitled version, and a Khmer	7 Working Days	16 – 31 Dec.

	version, submitted with associated materials.		

Institutional Arrangement

- The service provider will work in close cooperation with the UNDP and will report on a weekly basis. The scripts and draft materials produced will have to be agreed and validated by UNDP (Communication team, CfR team, and analyst in charge of CfR) before proceeding to film and final cut stage, and adjustments will be incorporated by the service provider into the materials accordingly.
- Technical inputs will be provided by UNDP Communication experts. Overall supervision will be provided by the Clearing for Results Project and Programme team. The Head of the Programmes Unit of UNDP will approve on deliverables (to release the payment) based on confirmation of satisfactory outputs.
- UNDP will facilitate connections between the service provider and relevant stakeholders as appropriate.
- Transport costs and arrangements for footage and fieldwork will be covered by the service provider. The number of days in the province are estimates and will depend on the shooting plan, weather conditions and specific needs, to be agreed in advanced by UNDP.

Duration of Work and Duty Station

- 28 Working Days
- Must be completed by 31 December 2019
- Duty station is Phnom Penh (Cambodia) and may involve interaction with teams from CMAA. Travel outside Phnom Penh is expected for footage and photography.

Minimum Qualifications of the Successful Contractor at Various levels

- Firm/organization must have at least 5 years of practical experience in the development of multi-media communications materials and campaigns in the field of development.
- Firm/organization must have solid experience in the production of video/film materials and photography. Samples of work will have to be submitted in the application package.
- Experience working with United Nations' funded programs or similar.
- Strong knowledge and understanding of the Cambodian culture and context is an asset.

The multi-disciplinary team should comprise members with the following educational qualifications, experience, and competencies, in addition to the skills mentioned above:

Team Leader

- Bachelor's Degree (or above) in Communications, Political Science, International Development, Sociology, or a related field;
- Minimum of 3 years of experience managing communications projects and/or development programs in the field of communications internationally, or in Cambodia

- Strong organization and facilitation skills;
- Demonstrates integrity and fairness, by modeling the UN/UNDP's values and ethical standards;
- Proficient in English (Khmer considered an asset)

Writer/Producer/Director

- Bachelor's Degree (or above) in Communications, Media Production or related field;
- At least 7 years of experience in educational and awareness-raising film production, the development of communications and multi-media campaigns for government, NGOs and development sector (with samples of works to be included in the application package);
- Strong experience in oversight of production elements and processes to completion
- Ability to conceptualize and develop communication content through diverse formats
- Proficient in English (Khmer considered an asset)

Camera/Photographer/Editor

- Bachelor's Degree (or above) in Communications, Media Production, Film Production, or related field;
- At least 7 years of experience as a professional video/film camera person, cinematographer, and photographer (with samples of works to be included in the application package);
- Strong experience in post-production of videos/films;
- Proficient in English (Khmer considered an asset)

Note: if all the team members are non-Khmer or do not speak Khmer, the firm is responsible for translation/ interpretation, including hiring additional Khmer language speaking staff if needed.

Scope of Bid Price and Schedule of Payments

- Contract is output based, irrespective of time inputs.
- Financial proposal should include professional fees for each team member, cost of developing materials, etc. The production team should provide their own transport, office space, translation, and logistical support.

No	Deliverables/Outputs	Target Due Dates	Payment
1	Output 1: Detailed work plan of assignment, including: - Concrete outline of the film - Selection of character and shooting plan - Draft scripts - Social media strategy for film rollout	29 November 2019	30%

2	Output 2: Rough cut of video Filming in field -Video production -Rough cut	15 December	40%
3	Output 3: Final video with English subtitled version, and a Khmer version	31 December 2019	30%

Recommended Presentation of Proposal

TECHNICAL PROPOSAL
Interested contractor(s) should submit a proposal containing:

A. Expertise of the service provider

- a brief of organization profile,
- a brief of team profile (especially those proposed for the assignment), and
- an outline of the service provider's strengths and expertise highlighting directly relevant experiences to the assignment.

B. Methodology to conduct the assignment

- Demonstrate an understanding the of tasks
- The scope of tasks is well defined and correspond to the term of reference (ToR)
- The presentation of the proposal is clear, the sequence of activities and the planning logical and realistic to achieve the expected results
- Proposal should include - 5 pages max.
    1. Examples of videos produced for a similar project involving youth.
    2. Examples of animations produced for a similar project.
    3. Creative proposal on how to make these products appealing to our target audience.
- Tentative timeline/workplan to complete this work – 1-2 pages

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 in the assignment shall be clearly presented. The service provider shall also provide the updated CV of Team Leader and Key team members and sample of their previous works (can be journal articles or any other publications) as the supporting evidence of their qualification.

Evaluation Criteria:

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	Film/organization must have at least 5 years of practical experience in the development of multi-media communications materials and campaigns in the field of development.	50
2	Firm/organization must have solid experience in production of video/film materials and photography. Samples of work will have to be submitted in the application package.	100
3	Experience working with United Nations' funded programs or similar.	50
4	Strong knowledge and understanding of the Cambodian culture and context is an asset.	50
	Total:	**250**

No.	Proposed Approach	Points Obtainable
1	To what degree does the service provider understand the task? Have the important aspects of the task been addressed in sufficient detail?	200
2	Submission of a creative proposal on how to make the video appealing to our target audience.	200
3	Is the presentation clear, is the sequence of activities and the planning logical, realistic, and promise efficient implementation?	100
	Total	**500**

No.	Proposed personnel	Points Obtainable
1	**Team Leader role (1 position)** • Bachelor's Degree (or above) in Communications, Political Science, International Development, Sociology, or a related field; 20 points • Minimum of 3 years of experience managing communications projects and/or development programs in the field of communications internationally or in Cambodia 50 points • Strong organizational and facilitation skills; 15 points • Demonstrates integrity and fairness, by modeling the UN/UNDP's values and ethical standards; 15 points	100
2	**Writer/Producer/Director (1 Position)** • Bachelor's Degree (or above) in Communications, Media Production, Film Production, or related field; 15 points	75

	• At least 7 years of experience as a professional video/film camera person, cinematographer and photographer (with samples of works to be included in application package); 25 points • Strong experience in post-production of videos/films; 25 points • Proficient in English (Khmer considered an asset) 10 points	
3	**Camera/Photographer/Editor (1 position)** • Bachelor's Degree (or above) in Communications, Media Production, Film Production, or related field; 15 points • At least 7 years of experience as a professional video/film camera person, cinematographer and photographer (with samples of works to be included in application package); 30 points • Strong experience in post-production of videos/films; 30 points	75
	Total	**250**