

TERMS OF REFERENCE IC/010/2020
STORYTELLER/VIDEOGRAPHER – FRAMEWORK AGREEMENT

Country: Home-Based

Description of the assignment: STORYTELLER/VIDEOGRAPHER on Framework Agreement

Project name: UNDP Libya Country Office

Type of Appointment: Individual Consultant (International)

Period of assignment: 12 months (120 days assignment) based on the needs

Number of Position(s): One (01)

Background

UNDP Libya is seeking the services of a professional videographer with experience in taking development work-oriented videos to do post-production of videos showcasing the results of the implementation of our activities across Libya. Footage will be provided by local reporters. The videographer will need also to train the local reporters on the best way to take footage. The objective of the videos is to tell from a beneficiary angle how the projects and UNDP activities made a difference in people's lives as well as highlight the added value. These videos will be used for outreach and advocacy purposes.

Duties and Responsibilities/Objectives of Assignment

UNDP Libya is looking for an experienced storyteller/videographer to work with the UNDP Libya Communication Unit and provide a wide range of audiovisual materials as follow:

- With the raw footage material sent by local reporters, create and develop multimedia (audio/video) content for UNDP stories, announcement videos, social media videos, and promotional videos.
- With the raw footage material sent by the local reporters, edit video and sound projects, including selecting program format for final output, capturing/importing media, organizing raw media, editing footage and sound files, creating and inserting static and motion graphics, subtitles, titling, adding music/voice-over/sfx, media management and archiving project media.

The storyteller/videographer will be also in charge of:

- Guide and mentor reporters on planning video shoots; scout and select shoot locations.
- Train, guide and mentor local reporters on video shooting and post-production, including familiarity with professional cameras, prosumer camcorders, various HD and SD formats, preproduction/planning, studio and field production; audio recording, including small format mixers, compression, EQ, effects processors, audio re-cording techniques for studio and field, multi-track and waveform editing; post-production, including digital video editing, still and motion graphics design, and video compression for multiple delivery platforms; scriptwriting, storyboarding and photography.

The mentorship will be conducted online on call basis, and through training in-person conducted in Tunis.

Scope of Assignment

Main activities will include:

- **Produce 30 short videos (from 30 second to 3 minutes maximum) on UNDP human interest stories in different formats for different media platforms (Twitter, Facebook, YouTube, Media broadcast, and Instagram)**
 - Develop the concept and the scenario for the video stories.
 - Provide the video stories in different format including tv format and website version.
 - Subtitle each video story in Arabic and English as requested.
 - Each video should be accompanied by a short-written story to be posted along with the video in the website.
- Two Documentary films (10 to 15 minutes each) showing various states and achievements of UNDP activities to be used on Libya, regional and European TV stations. The purpose of the films is to raise awareness of various stakeholders (including authorities, business and civil sectors, donors/international community and the public at large) about UNDP activities. The videos will be showed during exhibitions across Europe and Arab Region. The videos will be also placed in UNDP website and project partners' website, social media, etc.

The Videographer Consultancy process will be as follows:

- Produce the required videos in an attractive, engaging and modern way, making sure it supports the conveyance of the content targeting various audiences;
- Ensure the visual's compliance with all the potential uses needed as well as file formats, as per the brief given by UNDP;
- Submit draft layout / sketches for discussion with UNDP;
- Revise the selected layout, inclusive of feedback provided;
- Submit again for validation by UNDP or further feedback;

Ensure insertion of all corrections:

- Generate identical videos for alternative languages when required;
- Obtain a final sign off from UNDP;
- Coordinate with UNDP Libya digital communication officer to ensure quality of the end-result and timely delivery.

Working Arrangements

- The overall objective of setting up these Framework Agreement contracts is to facilitate and expedite the process by which UNDP Libya will hire the services of videographer consultants;
- IC as a Framework agreement is non-exclusive (i.e. it does not prohibit UNDP from entering into another such framework agreement with other individuals or entities);
- Estimated volume of services: maximum of US\$ 40,000 over the 12-month duration of the Framework Agreement;
- UNDP does not warrant that any quantity of services will be purchased during the term of the Framework Agreement as this will depend on forthcoming needs;

- The Framework Agreement to be signed with a consultant will be for a fixed all-inclusive daily and/or hourly fee;
- Once the Framework Agreement is signed, if there is a specific assignment, the focal person at UNDP Libya would contact by email the Consultant informing him/her of the assignment, specific deliverables, and timeline;
- The consultant must advise within 48 hours whether s/he is available to deliver the requested service;
- Thereafter a Purchase Order will be raised. Financial commitments will only be established each time the services are requested within the scope of the Framework Agreement through the transmitted email and purchase order;
- The Consultant will be given access to relevant information necessary for execution of the tasks under this assignment;
- The Consultant will be responsible for providing her/his own working station (i.e. laptop, internet, phone, camera and video equipment, post-production software, etc.) and must have access to a reliable internet connection;
- Given the global consultations to be undertaken during each specific assignment, the consultants are expected to be reasonably flexible with their availability for such consultations taking into consideration different time zones;
- Payments will be made upon submission of a detailed time sheet and certification of payment form, and acceptance and confirmation by the Supervisor on days or hours worked and outputs delivered (with a “day” calculated as 8 hours of work).

Administrative Arrangements

The UNDP Communications Specialist will supervise the work of the incumbent and review products and outputs delivered by the consultant and validate related payment.

Required Skills and Experience

I. Academic Qualifications:

Bachelor’s degree on Audiovisual Communication, or diploma on completion of training course on professional video production.

II. Years of experience:

- At least five years progressive professional experience in video production, designing and directing video spots
- At least one-year experience in producing video stories, in particular on development issues;
- Working experience with UN Agencies and other international organizations is an asset;

III. Competencies:

- Ethics and Values: Demonstrate and safeguard ethics and integrity;
- Organizational awareness: Demonstrate corporate knowledge and sound judgement;

- Development and Innovation: Take charge of self-development and take initiative;
- Work in teams: Demonstrate ability to work in a multicultural, multi ethnic environment and to maintain effective working relations with people of different national and cultural backgrounds;
- Communicating and Information Sharing: Facilitate and encourage open communication and strive for effective communication;
- Conflict management: Surface conflicts and address them proactively acknowledging different feelings and views and directing energy towards a mutually acceptable solution;
- Continuous Learning and Knowledge sharing: Encourage learning and sharing of knowledge.

Language Requirements

Requirements: Fluency in English,
Fluency in Arabic desirable.

Documents to be submitted

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

- Personal CV or P11, indicating all past experience 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 daily fee.
- Portfolio (online link with at least 5 sets of past work) demonstrating a mastery of videography and storytelling, including online video realized on social media and/or advocacy campaigns with positive results.
- Applicants must submit a duly completed and signed Annex II Offeror's letter to UNDP confirming interest and availability for the Individual Contractor (IC) assignment
- Submit the sample works/portfolio mentioned under evaluation criteria.

Evaluation of Applicants

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- Only those applications which are responsive and compliant will be evaluated;
- Offers will be evaluated according to the Combined Scoring method – where the technical criteria will be weighted at 70% and the financial offer will be weighted at 30%;
- Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation;
- The financial proposal shall specify an all-inclusive daily fee and hourly fee;
- The top applicant with the Highest Combined Scores and that have accepted UNDP's General Terms and Conditions will be awarded the Framework Agreements.

Evaluation Criteria

| Criteria | Weight | Max. Point |
|---|--------|------------|
| Technical | 70 | 70% |
| <p>Bachelor's degree on Audiovisual Communication, or equivalent.</p> <ul style="list-style-type: none"> 15 points-Master's Degree 13 points – Bachelor's degree 5 points – diploma or training course on professional videography | 15 | |
| <p>At least five years progressive professional experience in video production, designing and directing video spots.</p> <p><i>12 points – 5 years of experience;</i> <i>14 points – 7 years of experience;</i> <i>15 points– more than 7 years of experience</i></p> | 20 | |
| <p>At least one-year experience in producing video stories, in particular on development issues;</p> <p><i>15 – full set of 8+ elements;</i> <i>10 – medium set of 5-7 elements;</i> <i>5 – small set of 3-5 elements</i></p> <p>Sample work link must be provided</p> | 20 | |
| <p>Working experience with UN Agencies and other international organizations is an asset;</p> <p><i>10 – strong evidence;</i> <i>7 – fair evidence;</i> <i>5 – some evidence</i></p> <p>Sample work link must be provided</p> <p><i>*Evaluation of evidences in the samples:</i></p> <p>The content: Organized and focused on the topic or the story. The videos have a clear central theme, a narrative structure, and have a linear sense. The interviews discover something informative or productive.</p> <p>The coverage: The videos cover a topic comprehensively.</p> <p>The Audiovisual aspects: Videos are well designed. Adequate lighting. Visual aspects are clear in intent, relevant and professional looking. The audio is understandable with no background noise. High quality staging (background not distracting, good contrast between foreground and background)</p> | 10 | |
| <p>Language Skills</p> <p><i>5 points – Fluent English and working level of Arabic;</i> <i>3 points - Fluent English;</i></p> <p><i>*Education or experience working in these languages proved in the cv.</i></p> | 05 | |

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|---|------------|------|
| Required equipment: Professional Video editing hardware; Professional Video editing software such as Adobe Premiere, Final Cut Pro, Avid Media Composer; Professional camera; Tripod; Sound equipment: minimum an external microphone; Headphones; Lighting equipment: minimum a LED light. | Compliance | |
| <i>Financial (Lower Offer/Offer*100</i> | 30 | 30% |
| <i>Total Score is 70 (Technical) + 30 (Financial)</i> | 100 | 100% |

Anticipated Requirement

| Description | No of Days |
|---|---------------------------|
| Video on human interest stories in different formats for different media platforms (Twitter, Facebook, YouTube, Media broadcast, and Instagram) | 2 days |
| A documentary film showing various states and achievements of UNDP activities | 6 days |
| Reporters training | 5 days |
| Description | No of Hours (Anticipated) |
| Guide reporters on planning video shoots; scout and select shoot locations. | 6 hours |

Note:

- Applications **without i) financial offer, ii) P11 form and iii) Documents mentioned under Technical Proposal will NOT** be considered for evaluation;
- Financial proposal should be on provided format (i.e Annex 3- OFFEROR'S LETTER TO UNDP);