

Annex I

SECTION 3: TERMS OF REFERENCE (TOR)

GENERAL INFORMATION

Services/Work Description: At least 200 high resolution photos with captions and testimonials, using infographics in videography
Production of 1 documentary video on the UNV programme under UNDP Component of the COVID-19 DEVOLUTION JP

Consolidating Gains and Deepening Devolution in Kenya (UNDP-UNICEF-UN WOMEN Joint Devolution Programme Response to the COVID-19 Crisis)

Project/Program Title:

The assignment is field based, visiting about 16 of the 50 UNVs in their places of work in these 14 counties (Busia, Uasin Gishu, Kakamega, Kiambu, Kilifi, Kisumu, Machakos, Migori, Taita Taveta, Wajir, Mandera, Garissa, Kajiado and Nairobi)

Duty Station:

Type of the Contract:

National Consultancy Firm/International Consultancy Firm

Duration:

5 weeks

Expected Start Date:

12 October 2020

Supervisor:

UNDP Devolution Programme – Programme Manager

I. BACKGROUND / RATIONALE

Consolidating Gains and Deepening Devolution in Kenya (GoK-UN Joint Devolution Project Number: 00117973; 2019-2022) project is aligned to national and county governments development priorities as stipulated in MTP III. It seeks to contribute to accelerated realization of the dividends of devolution in at least 14 counties through targeting contributions to improvement of county performance and service delivery. The project seeks to do so through contributions to the following outcome of the United Nations Development Assistance Framework (UNDAF) "By 2022 people in Kenya access high quality services at a devolved level that are well coordinated, integrated, transparent, equitably resourced and accountable". The project contributes to the following four UNDAF Outputs as follows:

- i. Governments have strengthened policy, legal and institutional mechanisms for coordinated, inclusive and effective service delivery;
- ii. Public finance management institutions have strengthened processes and systems for equitable effective and accountable service delivery;
- iii. County-level institutions have strengthened capacity for evidence-based planning, budgeting, implementation, monitoring and evaluation for accountable service delivery;
- iv. People in Kenya have capacity to engage, deepen accountability and transparency in devolution, especially women, youth and persons with disabilities.

Following the COVID-19 crisis, GoK and UN Agencies through the UN Joint Devolution Programme have been afforded the opportunity to implement COVID-19 response interventions. The flexibility and generosity of donors (Sweden, Finland, and Italy) has enabled this strategic undertaking to help save the lives of Kenyans during this critical time. The COVID Response programme has four outputs;

- i. Enhanced Communication and targeted messaging for improved awareness about COVID 19 across demographic groups in Kenya;

- ii. Improved COVID 19 Health Responsiveness at national, county and sub county level;
- iii. COVID Gender Responsiveness enhanced;
- iv. Human Resources enhanced for improved responsiveness to COVID at national, county and sub-county level.

UNDP has applied part of its COVID-19 budgets towards supporting most vulnerable counties with the deployment of 50 United Nations Volunteers (UNVs) to serve as health workers for a period of 6 months in a variety of roles; these include public health specialists, nursing officers, clinical officers and laboratory technologists.

II. OBJECTIVES OF THE SERVICE / WORK

The objective of this consultancy is to make a documentary-style video to capture the live stories of the 50 UNVs serving as health workers, including:

- The county context for their work, tied to the national context
- Their personal backstories
- Their experiences as they work to support the COVID-19 response in their duty station
- The COVID-19 response in the respective counties in which they work
- The implications of this experience to their career growth.

During production of this documentary, a photographer will accompany the videographer to capture high quality photos of the UNVs at work, portrait shots, and photos depicting the COVID-19 response in their respective locations (including photos of health centers, testing sites, and measures to enforce regulations etc.).

III. SCOPE OF THE SERVICE / WORK

Production services will include production of the COVID-19 Devolution JP documentary video and photos. Specific tasks will include:

1. Before field visit the production, crew will undertake an intensive and extensive desk review of literature and any other material relevant to UNV COVID-19 work. These include but not limited to existing videos, COVID-19 updates from both National and County governments
2. Developing the project's overall concept featuring approximately 12 stories to be featured in the documentary and interviews with UN health volunteers (UNVs), key government officials, UNDP staff and development partners.
3. Developing the documentary script and storyboard for the long, short and YouTube stories.
4. Review photos and video footage provided by UNDP communication unit and integrate them into the documentary production concept
5. Interview selected persons for the film who will include UN health volunteers (UNVs), Government (National and County) officials, Implementing Partners and key UNDP staff
6. Visit the workstations (health facility) to shoot documentaries/ videos/photos among other relevant content for the documentary
7. Produce a 30-minute documentary and an 8-12-minute-long cut of the same
8. Produce at least 200 high resolution photos depicting evidence of health outcomes with captions/testimonials

The deliverables of the services include the following:

- i. A storyboard and script for the documentary to UNDP Devolution Programme - Programme Manager for approval before filming;
- ii. A draft documentary presented to the UNDP Devolution at the end of the field mission for review and comments;
- iii. A complete 30-minute documentary film (a master copy). Using infographics in videography.
- iv. An 8-12-minute edit of the main documentary. The final production quality of the documentary shall be approved by the UNDP Devolution Programme – Programme Manager before reproduction, including YouTube scripts for each story documented;
- v. At least 200 High resolution Photos with captions/testimonials

These products must be ready by 6 November 2020.

IV. EXPECTED OUTPUTS / DELIVERABLES

The selected provider is expected to produce 1 documentary video (app. 30 minutes and summary video of 8-12 minutes) produced with professional HD video equipment and a wide selection of 200 high resolution photos with captions/testimonials for the coffee table booklet. The detail of the content of the video is in methodology section below.

V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

The consultant is expected to travel to the 14 counties where the UNVS are working, to film stories and take photos as well as interview relevant county government officials. The documentary will also capture a statement from UNDP officials and development partners.

Project locations include; Busia, Uasin Gishu, Kakamega, Kiambu, Kilifi, Kisumu, Machakos, Migori, Taita Taveta, Wajir, Mandera, Garissa, Kajiado and Nairobi Counties.

The provider is expected to present in its technical proposal the preliminary plans for travel to a selection of these county locations, with a presentation of suggested activities to be undertaken in each location.

The provider is expected to collect high-quality professional footage, photographs and interviews to capture the human interest of the health outcomes of the COVID-19 Devolution JP project.

The footage and interviews will be used to produce a short high-quality short documentary and summary video focusing on how lives have been transformed through the COVID-19 Devolution JP photo gallery of at least 200 wide selection of photos with brief captions will also be produced

What the video approach shall consider:

Story selection criteria will include:

- UNDP Devolution Programme – Programme Manager will guide on selection of stories that highlight the health outcomes of fast response to COVID-19 to the 14 counties, and results achieved through delivery COVID-19 Devolution JP i.e. those stories that involve more than one agency and developing partners including (UNDP/UN Women/UNICEF/UNV/GOK joint initiatives and flagships).
- Priority to be given to stories with a clear difference between the “BEFORE” and “AFTER” and UNVs impact in providing health solutions in their community - transformative change.
- Priority to be given to stories and the experiences of UN health volunteers (UNVs) as frontline health workers responding to COVID-19 in the selected 14 counties.
- Priority to be given to stories that already have relevant quality video material so that we save on the production cost (This is however not Mandatory bullet below).
- Selection should consider the geographic representativeness of the results. The film shouldn't document results from just a few regions if there is an opportunity to be diverse. Any other form of representativeness e.g. gender, age etc. should also be considered.
- Where possible, select at least 2 stories per outcome area- clearly indicating which story is priority number 1 and which is priority number 2 for further validation.

Documentary feature and narration

The documentary will feature at least 12 high impact stories on the main outcome of the Consolidating Gains and Deepening Devolution in Kenya (UNDP-UNICEF-UN WOMEN Joint Devolution Programme Response to the COVID-19 Crisis). Interviews will also be held with UN health volunteers (UNVs), Government (both national and county) of Kenya officials and selected development partners. The story themes and narration will focus on:

1. Enhanced Communication and targeted messaging for improved awareness about COVID-19 across demographic groups in Kenya
2. Improved COVID-19 Health Responsiveness at national, county and sub county level
3. COVID Gender Responsiveness enhanced and,
4. Human Resources enhanced for improved responsiveness to COVID-19 at national, county and sub-county level

The time period for reporting is March 2020 – October 2020.

Emphasis on Human interest stories and voices from UN health volunteers (UNVs)

The documentary will have a strong emphasis on voices from the UN health Volunteers communicating transformative change/impact as a result of programme interventions in response to COVID-19 in their specific counties.

What the video approach could consider:

The stories will focus on:

1. Enhanced Communication and targeted messaging for improved awareness about COVID-19 across demographic groups in Kenya
2. Success stories towards realization of improved COVID-19 Health Responsiveness at national, county and sub county level
3. The UNVs experience as frontline COVID-19 responders and impact in their community

VI. LOCATION, DURATION AND TIMEFRAME OF THE WORK /DELIVERABLES/OUTPUT

All final and draft footage should be delivered by 6 November 2020. The consultant should be available until the end of this contract, 13 November 2020, for possible consultation regarding the material provided and/or filming additional interviews related to the abovementioned projects.

Activity	Roles and responsibilities	Location	Payment
Establishing a documentary taskforce to steer and provide oversight (Comprising of communications officers and M&E specialist) Establishing a documentary	UNDP Devolution Programme – Programme Manager	Nairobi	
Identifying, validating and Documenting Results and uploading the results on UNINFO	UNDP Devolution Programme – Programme Manager	Nairobi	
Documentary steering group make pre-final selection of the 12 stories to be documented	UNDP Devolution Programme – Programme Manager	Nairobi	
UNDP Devolution Programme – Project Manager procure production firm		Nairobi	
Developing the project's overall concept including the documentary script /storyboard and identification of project site visits	UNDP Devolution Programme – Programme Manager and the production consultants	Nairobi	
Identification, submission and selection of already existing video footage/scripts/documentation/	UNDP Devolution Programme – Programme Manager and the production consultants	Nairobi	

among other relevant - as per the story script/mother board and outlining gaps outlining new documentaries that need to be documented			
<u>Deliverable 1:</u> Workplan that includes pre-production plans on stories, locations, interviewees, and logistics.		Nairobi	30%
Field visits by the production consultant to shoot documentaries and interview with selected persons who will include UNVs, Government (national and county) officials and key UNDP staff	UNDP Devolution Programme – Programme Manager /working closely with the production consultants	Selected counties Busia, Kisumu, Migori, Kakamega Uasin Gishu, Mandera, Garissa, Wajir, Kilifi, Taita Taveta, Machakos, Kajiado, Kiambu and Nairobi.	
<u>Deliverable 2:</u> Debrief and delivery of 2 copies of all raw assets on external hard drives. Draft final video for comments			30%
Production/compilation and editing of the COVID-19 Devolution JP documentary featuring approximately 12 stories from across the counties above	UNDP Devolution Programme – Programme Manager /Production Consultants		
Final documentary and at least 200 photos for the gallery booklet			
<u>Deliverable 3:</u> Final versions of all video files and the photos delivered, via hard drive or acceptable equivalent. Final documentary should be delivered in English and with subtitles where other languages are being spoken.			40%

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

Under the overall guidance of the UNDP Devolution Programme – Programme Manager, the selected provider will develop a script, identify location/s for filming, film on selected location/s, and edit and produce in a timely fashion the documentary film and social media videos. The provider is expected to be able to clarify any questions with the UNDP Devolution Programme – Programme Manager) in Nairobi, the M&E specialist and the Communication Officer as the key focal persons.

The consultant reports to the UNDP Devolution Programme – Programme Manager and Monitoring and Evaluation Specialist on a day-to-day basis, on the production process and progress;

- a) Under the overall guidance of the designated official in the UNDP Devolution Programme – Programme Manager, the team leader of the crew will ensure close coordination with all relevant stakeholders, ensuring their opinions/views are captured in the content of the documentary. This will facilitate the approval and wider dissemination of the products.
- b) The team leader of the crew will report on the progress of the work on weekly basis and/or when a milestone is completed.

VIII. PAYMENT MILESTONES AND AUTHORITY

A winning Proposer shall then be paid the lump sum contract amount 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
7 October 2020	Deliverable 1: Workplan that includes pre-production plans on stories, locations, interviewees, and logistics.	UNDP Devolution Programme – Programme Manager and M&E specialist	30%
30 October 2020	Deliverable 2: Debrief and delivery of 2 copies of all raw assets on external hard drives. Sharing of draft final video and summary video, including photos for the gallery coffee table booklet for comments	UNDP Devolution Programme – Programme Manager and M&E specialist	30%
6 November 2020	Deliverable 3: Final versions of all video files and the 200 high resolution photos with captions for the gallery book delivered, via hard drive or acceptable equivalent. Final documentary should be delivered in English and with subtitles where other languages are being spoken.	UNDP Devolution Programme – Programme Manager and M&E specialist	40%

IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS

9.4 Project Staff/Consultant

Task Manager

- Degree in broadcast journalism, film production or in any other related field
- At least 5 years' experience working in video production, editing and promotion;
- At least 2 years of experience in producing videos related to Communications for Development, sustainable development, peacebuilding or humanitarian assistance, for international organizations and engagement with beneficiary communities;
- Experience in working with UN agencies and/or other international organizations is desirable;
- Expertise in editing platforms and video post-production packages as well as ability to produce high quality video footage, including aerial drone footage, verifiable through portfolio/reel, and provided via link(s) to previous work.
- Expertise in use of infographics in videography is a key mandatory requirement

Technical Assistant

- At least a Diploma in broad cast journalism, film production or any other related field
- At least 5 years' experience working in video production, editing and promotion;
- At least 2 years of experience in producing videos related to Communications for Development, sustainable development, peacebuilding or humanitarian assistance, for international organizations and engagement with beneficiary communities;
- Experience in working with UN agencies and/or other international organizations is desirable;
- Expertise in editing platforms and video post-production packages as well as ability to produce high quality video footage, including aerial drone footage, verifiable through portfolio/reel, and provided via link(s) to previous work
- Expertise in use of infographics in videography is a key mandatory requirement

X. CRITERIA FOR SELECTING THE BEST OFFER

The qualification and methodology (technical evaluation) will be given a 70% weight and combined with the price offer, which will be weighted 30%.

The (70%) qualifications and methodology will be assessed based on the items outlined in Annex III.

XI. LOGISTICAL SUPPORT

Travel to and from the various counties/field locations (as outlined in table 1 above) and daily subsistence allowance (determined per location) should form part of the pricing. A total of approximately 15 working days in the counties are considered enough to cover the relevant locations. Note that UN DSA rates for each County should be included in the financial proposal.

XII. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The consultants shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government 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. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

The script shall be approved by UNDP Devolution Programme – Programme Manager before final production. UNDP Devolution Programme – Programme Manager before reserves the exclusive rights and ownership on all products pertaining to this project. Except for purposes of this assignment, the products shall not be disclosed to the public nor used in any other form, without written consent of the UNDP Devolution Programme – Programme Manager. The selected consultant shall be responsible for collecting signed consent forms from all interview/photography subjects.

XIII. ANNEXES TO THE TOR

Annex I . Recommended Presentation of Proposal

Proposal should include:

- A Technical Proposal including a Letter of Interest, stating why you consider your service suitable for the assignment,
- CV highlighting qualifications and experience in similar projects (as per the evaluation criteria) accompanied by an updated reel(s) showcasing previous filming jobs;
- Three work references - contact details (e-mail addresses) of referees (firms for whom you have produced similar assignments);
- Financial proposal (as per Annex 2) related to the assignment, with daily or flat rate, including travel costs
- Portfolio of relevant projects for capacity evaluation;
- List of tools, software, hardware, and available resources for video production.

Annex II. BREAKDOWN OF COSTS

SUPPORTING THE ALL-INCLUSIVE FINANCIAL PROPOSAL

F. Breakdown of Cost by Components:

G.	Description of Activity	Remuneration per Unit of Time (e.g., day, month, etc.)	Total Period of Engagement	No. of Personnel	Total Rate for the Period
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				
6.	Others				
III. Other Related Costs					
	DSA Nairobi county excluded for DSA payment (at county level add rows for each county as applicable)				

Busia, Uasin Gishu, Kisumu, Kakamega, Migori, Garissa, Wajir, Mandera, Kilifi, Kajiado, Taita Taveta, Kiambu, Machakos, Nairobi) DSA for county x DSA				
DSA				
DSA				
DSA				
DSA				
DSA				
H. Breakdown of Costs by Deliverables*				

SN	Deliverables <i>[list them as referred to in the TOR]</i>	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
1	Deliverable 1	30	
2	Deliverable 2	30	
3	Deliverable 3	40	
	Total	100%	

PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA

Annex III. Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable	Company / Other Entity				
				A	B	C	D	E
1.	Expertise of Consultant/ Expert submitting proposal	20%	200					
2.	Proposed Work Plan and Approach	50%	500					
3.	Personnel	30%	300					
	Total		1000					

Technical Proposal Evaluation Form 1			Points obtainable	Company / Other Entity				
				A	B	C	D	E
Expertise of Consultant / Expert submitting proposal								
1.1	Reputation of Consultant (Competence / Reliability)		30					
1.2	Litigation and Arbitration history		15					

1.3	General Organizational Capability which is likely to affect implementation (i.e. loose consortium, holding company or one firm, size of the firm / organization, strength of project management support e.g. project financing capacity and project management controls)	20					
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.	15					
1.5	Quality assurance procedures, warranty	20					
1.6	Relevance of: - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region Work for major multilateral / or bilateral programmes	100					
		200					

Technical Proposal Evaluation Form 2		Points Obtainable	Company / Other Entity				
			A	B	C	D	E
Proposed Work Plan and Approach							
2.1	To what degree does the Offeror understand the task?	75					
2.2	Have the important aspects of the task been addressed in enough detail?	100					
2.3	Are the different components of the project adequately weighted relative to one another?	25					
2.4	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	50					
2.5	Is the conceptual framework adopted appropriate for the task?	50					
2.6	Is the scope of task well defined and does it correspond to the TOR?	100					
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	100					
		500					

Technical Proposal Evaluation Form 3			Points Obtainable	Company / Other Entity				
				A	B	C	D	E
3.1	Task Manager		270					
		Sub-Score						
	General Qualification							
	Suitability for the Project							
	- International Experience	70						
	- Professional Experience in the area of specialization	80						
	- Knowledge of Sub-Saharan Africa, Humanitarian, peacebuilding and development interventions	70						
	- Language Qualifications	50						
		270						
3.2	Technical assistant		30					
		Sub-Score						
	General Qualification							
	Suitability for the Project							
	- International Experience	5						
	- Professional Experience in the area of specialization	15						
	- Knowledge of the region	5						
	- Language Qualifications	5						
		30						
Total Part 3			300					