**Terms of References (ToR)**

**Country: Jordan**

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| **Post Title:** | Videography service consultancy |
| **Post details:** | Production of 4 letter box videos for Asilah projects |
| **Starting Date:** | Jan 2021 |
| **Duration:** | 3 weeks over a period 5 weeks |
| **Project:** | Asilah |

**Background**

This assignment is specifically related to the “Asilah” project, an initiative by UNDP Jordan in partnership with Unilever. The project aims at supporting and empowering women in Karak through training, capacity building and entrepreneurship. The objective of the Asilah programme is to increase women’s economic participation in the retail distribution sector and empower them to become direct-to-consumer sales distributors through their home-based businesses (HBB). The main activities of this project include:

1. Provide training for women in book-keeping, financial literacy, inventory management, commercial knowledge, and sales management.
2. Provide legal and regulatory training workshop for Home Based Business licensing and incorporation (pros and cons)
3. Provide training for women in entrepreneurial skills, home-based business establishment, and resilient business plans.
4. Provide seed funding for a group of women to establish their own small businesses.

* **ToR Objective:**

The objective of the four letter-box videos is to showcase women stories and highlighting the impact of the project on their lives. Letter box videos play a great factor in storytelling which will leverage the project visibility.

* **Scope of Work**

Under the direct supervision of UNDP Communication’s Coordinator, and in consultation with the Livelihoods Programme Analyst, the contractor will undertake the following tasks:

1. **Production of four letterbox videos:**
2. Conduct field visits to Karak to visit the women, get acquainted with the project activities and objectives and consult with the relevant field staff and other project consultants. UNDP will facilitate and arrange for these visits as frequently as required.
3. Design and produce videos that capture the achievements of 4 women participating in the Asilah project. The contractor shall produce short videos with texts overlays about the women in a way that combines videography and information text.

**Main Specifications of the Videos:**

* Frame rate: 25 fs
* Frame size: 1920
* Final product format for broadcasting and online usage MP4

**Expected Outputs & Deliverables Timeframe**

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|  | **Deliverable** | **Duration/Deadline** | **Percentage of payment** |
| 1 | Inception report and selection criteria | First week | 15% |
| 2 | Finalizing selection process and conducting interviews with the women | Second week | 35% |
| 3 | Production of 4 letter box videos | Third week | 50% |

**Selection process:**

1. **Criteria for Selection of Best Offer**

The contract will be awarded based on the assessment of both a technical and a financial proposal submitted by bidding contractors. It will also be based on the quality and creativity of the individual experience of previous work that is similar to this project.

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

a) Being responsive/compliant/acceptable, and

b) Having received the highest score based on the following weight of technical and financial criteria for solicitation as per the schedule below:

\* Technical criteria weight: 70%

\* Financial criteria weight: 30%

Only individuals obtaining a minimum of 49 points (70%) in the technical evaluation shall be considered for the financial evaluation.

Of those offers considered in the financial evaluation, the lowest price offer will receive 30 points.

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| Serial No. | Criteria | Score |
| 1 | **Expertise of the firm/ individual 30** | |
|  | * Previous experience with similar projects * Quality of Proposal; * Understanding of requirements; * Understanding of scope, objectives and completeness of response. | |
| 2 | **Methodology 40** | |
|  | * Quality of the proposed approach and methodology; * Quality of proposed implementation plan, i.e. how the bidder will undertake each task, and time-schedules; | |
|  | **Total 70** | |
|  | ***Please note- scores less than 49, will not be technically qualified to go to the next level of financial evaluation.*** | |
| 4 | **Financial Proposal 30** | |
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|  | **Grand Total** *(Technical + Financial)* **100** | |
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1. **DOCUMENTS TO BE SUBMITTED**

Interested contractors should submit the following documents/information to be considered:

1. Contractor’s cover letter.
2. Background information about the individual, including keys areas of work and CVs of the key personnel who will be engaged in this project.
3. A brief on the individual competencies and experience in handling similar projects.
4. A portfolio containing previous branding projects and other relevant design-related information which will help the UNDP to understand the contractor’s aesthetics and design capacities.
5. Technical proposal:

* Project management approach: How the contract will approach and manage this project.
* Key steps and timeline for implementation.
* Brief on information exchange needs.

1. Financial proposal in accordance with the following pricing components. Each component must be priced separately:

# **C .** **FINANCIAL PROPOSAL**

* **Lump sum contracts**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).