



TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF A MEDIA PRODUCTION COMPANY

GENERAL INFORMATION

Project/Program Title:	Regional Strategy for the Stabilization, Recovery and Resilience in the Lake Chad Basin region
Post Title:	Media Production for the Governors' Forum
Consultant Level:	International/National Consultant
Duty Station:	Yaoundé, Cameroon
Expected Places of Travel:	Yaoundé, Cameroon
Duration:	30 working days
Expected Start Date:	Immediately after Concluding Contract Agreement (March 2021)
Services/Work Description:	Full-service production company producing the best quality videos, photos, advertisement, TV interviews and digital content.

I. BACKGROUND / PROJECT DESCRIPTION

The Lake Chad Region has been severely impacted by the crisis triggered by the Boko Haram insurgency. This has coalesced with other root causes, leading to massive internal and cross-border displacement, destroying the social fabric and property, increasing human rights abuses, and disrupting government institutions and services. The Regional Strategy for the Stabilization, Recovery, and Resilience of the Boko Haram-affected Areas of the Lake Chad Basin^[1] (RSS) provides a robust framework for addressing these many complex and urgent challenges. It recognizes the need for a comprehensive, multi-sectoral and coordinated set of national and cross-border efforts. The Strategy notes that humanitarian-development-peace collaboration is also vital for long-term stabilization, recovery, and resilience. The RSS was formally validated by the Lake Chad Basin Commission (LCBC) Council of Ministers in August 2018 and endorsed by the African Union (AU) in December 2018. The Strategy has nine pillars of intervention and forty (40) strategic objectives.

The RSS will be operationalized through eight (8) Territorial Action Plans (TAPs) for the eight states/regions/provinces that are most affected by Boko Haram in the LCB region^[1]. Although regional in scope, this Strategy through the TAPs is predicated upon the principle of national and local ownership. Through the Governors of the affected territories, national governments will engender robust and inclusive participation of the local communities in stabilizing, recovery, and resilience efforts across the region. The proximity of the Governors to the constituencies affected by the crisis affords them an indispensable role in guiding and monitoring the implementation of the RSS and other initiatives for stabilization, peacebuilding, and sustainable development in a way that can translate into positive change on the ground.

Before the RSS validation, adoption, and endorsement by the LCBC Council of Ministers and the AU Peace and Security Council in August and December 2018, respectively, the Governors of the eight worst-affected areas of Cameroon, Chad, Niger, and Nigeria met in May 2018 in Maiduguri, Borno State, Nigeria to establish the ***Governors' Forum for Regional Cooperation on Stabilization, Peacebuilding, and Sustainable Development*** ("the Governors' Forum"). The Governors' Forum stands out as a genuine regional initiative amongst affected territories in the Lake Chad Basin region to promote regional dialogue, draw lessons on cross-cutting transnational challenges, and coordinate joint actions and solutions. Under the RSS framework, the Second Governors' Forum was organized in Niamey, Niger, from 16-18 July 2019.

The LCBC, in collaboration with the Governors of the affected territories, is convening the third Governors Forum in Yaoundé, Cameroon. The third Governors' Forum aims to advance the complementary implementation of the RSS, take stock of progress made under the RSS's performance, and promote and strengthen regional and cross-border cooperation and dialogue. The third meeting of the Governors' Forum also aims to advance the commitments made at the second Governors' Forum and to continue the process of consolidating a credible and effective mechanism for regional cooperation and coordination of efforts to implement the RSS as the overarching framework for short-, medium- and long-term stabilization, recovery and resilience interventions across the LCB region.

To achieve this, the RSS Secretariat is looking for a full-service production company producing the best quality videos, photos, advertisements, TV interviews, and digital content, which will capture the critical moment for the Third Governors' Forum.

II. SCOPE OF THE WORK

Under the supervision of the Communication Specialist, the specific roles and responsibilities are:

- Production of video (script writing, interviews, videography, editing, audio balancing, sub-titling, format exporting, archiving raw and edited work etc.). All videos produced must be of the highest quality to adequately represent the organization. The optimal standards are: 1080 25p/1080 29.97p or 30p. All material should be shot in 16:9, HD 1080 4K or any recent video format use by the professional.
- Conduct interviews for VIPs and participant before and during the forum.
- Prepare a promotional video for the governor's Forum which will be advertised on TV, web and social media.
- The contractor shall use their own HD quality video camera and professional editing software.
- Edit the footage in line with the scenario approved by RSS Secretariat focal person and produce a professional quality package / report / PSA of broadcast quality.
- Record and edit narration/ voice over where needed in according with guidance from relevant key.
- Develop digital content for social media in collaboration with the communication team
- Embed sub-titles in the video as per need.
- Audio balance the final product and convert it in formats for use on TV, radio, web, social media.
- Clearly identify name, title and organisation of interviewees, quotes and any relevant details.
- Include appropriate RSS and its partners branding and crediting of RSS/LCBC ownership for the produced videos.
- provide live feed for streaming across online media and multiple display screens/projection within the conference hall.
- provide external audio input to the production environment.
- Archive the edited output in an external hard disk along with professional log.
- Photo documentation that will successfully capture and emotionally express the core elements of the situation assigned for coverage.

- The coverage will include different visual perspectives (close-up, medium range, long distance), with a preference for portrait framing, as noted.
- Photos will be technically good (properly exposed, framed, focused, and edits well optimized).
- Complete caption information and other metadata will be embedded in the files, as described.
- Design and edit a photo album in 10 copies.

III. EXPECTED OUTPUTS AND DELIVERABLES

No.	Deliverables / Outputs	Estimated Duration to Complete	Review and Approvals Required
Pre-Event		14 days	LCBC/RSS Secretariat
1.	<ul style="list-style-type: none"> ▪ Interviews of VIPs (30) ▪ Production of Promotional video announcing the GF in 1min (French/English) 		
Event		4 days	LCBC/RSS Secretariat
2.	<ul style="list-style-type: none"> ▪ Coverage of the forum key component ▪ Develop digital content for social media in collaboration with the communication team ▪ Ensure live feed for streaming across online media and multiple display screens for three days. ▪ Provide simultaneous pictures and short videos every day for social media and website ▪ 20 interviews for the TV, web and social media (2 minutes each) 		
Post Event		10 days	LCBC/RSS Secretariat
3.	<ul style="list-style-type: none"> ▪ Produce a summary of the GF in 10 minutes ▪ Produce a Photobook with relevant caption ▪ Provide a Package of 200 – 500 HD pictures on a USB drive and an electronic link. ▪ Print 9 photobooks in a best format 		

IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

Under the overall guidance and direct supervision of the Communication Specialist, the consultant shall serve as an Media Production Company.

V. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC

UNDP will ensure that the consultant receives access to the necessary documentation of the Regional Stabilization Secretariat and any support necessary for the completion of the exercise.

VI. DURATION OF THE WORK

During the period of March to May 2021 the Company will work for a total of 30 days.

VII. PROFESSIONAL QUALIFICATIONS OF THE SUCCESSFUL CONTRACTOR AND ITS KEY PERSONNEL

Qualifications of the company

a. Years of experience:

- 5 years of working experience in High level Event Management, videography/video editing, photography, TV shows.
- Demonstrated experience of conception, production and editing of mini video documentaries and PSAs.
- Experience in marketing and advertising solution
- Experience covering social, security, high level events, humanitarian and development subjects will be an asset,
- Experience with UNDP and /or other UN agencies and INGOs will be an asset.

b. Competencies:

- Filming broadcast quality video and audio: HD 1920x1080 or better
- Final Cut Pro editing skills (or other professional editing software)
- knowledge of traditional and new media
- Expertise in conducting innovative, creative and quality Media productions in various aspects of Television feature films, documentary making, event coverage, infomercials development, Radio productions and advertisements.
- Professional photography, Graphic designing,
- Publications and written text for distribution across media channels.
- Expertise on leading livestream events.

c. Experience:

- A minimum of five years of proven experience of working at the international level and covering high-level event like forums.
- At least 5 years of practical experience in working on countering/preventing violent extremism, migration or conducting conflict analyses;
- Experience in engaging with civil society, development partners and governments;
- Knowledge of relevant sectors and access to stakeholders and relevant information sources;
- Knowledge of international standards in terms of video production, photography, social media management;
- Experience working with UN or other international organizations highly desirable;

d. Language:

- Fluency in spoken French and English. Knowledge of a local language common do the Lake Chad Basin region is desired.

e. Computer Skills:

- Excellent computer literacy and skills on MS Word, Excel, and PowerPoint, database systems, statistical analysis and overall report writing;
- Expertise in analyzing data using statistical software is an asset.

f. Functional Competencies:

- Ability to understand and interpret governance issues and complex development situations;
- Ability to analyze and capture the essence of discussion;
- Good communication skills, written and oral;
- Ability to plan and prioritize, and to work under pressure;
- Full understanding of, and ability to interpret, UNDP policies and procedures.

g. Key personnel

- **Directors (Pre-Production, Filming and Post-Production Directors):** planning and organising production schedules. He/she will supervise the actors and other staff during the pre-production, production and post-production.
- **An Editor:** Responsible to cut out all of the mistakes in order for a smooth production.
- **A Producer** responsible for everything that is going on behind the camera.
- **A Script Supervisor:** Maintain a log of director comments and camera settings, coordinate the camera crew's activities, maintain script continuity and make sure all scenes are covered. 3-5 years in similar experience.
- **A journalist:** specialist to conduct interviews with VIPs and different Stakeholder. 3-5 years in similar experience.
- **A Cameraman:** Five years progressive experience; experience Filming broadcast quality video and audio for development, humanitarian related agencies and projects. At least a high school certificate but possession of a degree or diploma or training in videography will be an added advantage. Ownership or possession of a high-resolution state of the art digital camera/equipment is a MUST.
- **An event Photographer:** Five years progressive experience; experience taking photographs for development, humanitarian related agencies and projects. At least a high school certificate but possession of a degree or diploma or training in photojournalism will be an added advantage. Ownership or possession of a high-resolution state of the art digital camera/equipment is a MUST.

h. Core Competencies:

- Integrity and professionalism: demonstrated expertise in area of specialty and ability to apply good judgment; high degree of autonomy, personal initiative and ability to take ownership; willingness to accept wide responsibilities and ability to work independently under established procedures in a politically sensitive environment, while exercising discretion, impartiality and neutrality; ability to manage information objectively, accurately and confidentially; responsive and client-oriented.
- Accountability: mature and responsible; ability to operate in compliance with organizational rules and regulations.
- Commitment to continuous learning: initiative and willingness to learn new skills and stay abreast of new developments in area of expertise; ability to adapt to changes in work environment.
- Planning and organizing effective organizational and problem-solving skills and ability to manage a large volume of work in an efficient and timely manner; ability to establish priorities and to plan, coordinate and monitor (own) work; ability to work under pressure, with conflicting deadlines, and to handle multiple concurrent projects activities.
- Teamwork and respect for diversity: ability to operate effectively across organizational boundaries; ability to establish and maintain effective partnerships and harmonious working relations in a multi-cultural, environment with sensitivity and respect for diversity and gender;

- Communication: proven interpersonal skills; good spoken and written communication skills, including ability to prepare clear and concise reports; ability to conduct presentations, articulate options and positions concisely; ability to make and defend recommendations; ability to communicate and empathize with staff (including national staff), military personnel, volunteers, counterparts and local interlocutors coming from very diverse backgrounds; ability to maintain composure and remain helpful towards colleagues, but objective, without showing personal interest; capacity to transfer information and knowledge to a wide range of different target groups; and
- Flexibility, adaptability, and ability and willingness to operate independently in and including possible extensive travel within the area of operations.

Important Note:

The company is required to have the abovementioned professional and technical qualifications. **Only the applicants who hold these qualifications** will be shortlisted and contacted.

VIII. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Individual Consultant is expected to submit both the Technical and Financial Proposals. Accordingly; Individual Consultants will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals is:
 - a. Technical Criteria weight is **70%**
 - b. Financial Criteria weight is **30%**

Criteria	Weight	Max. Point
Technical Competence (based on CV, Proposal)	70%	100
▪ Criteria a. Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal	35%	35 pts
▪ Criteria b. Minimum educational background as per the requirement in the TOR	15%	15 pts
▪ Criteria c. Minimum of 5 years of experience in similar consultancy projects, innovation.	10%	10 pts
▪ Criteria d. Ability to discharge the consultancy serviced within the timeframe as per the TOR	10%	10 pts
Financial (Lower Offer/Offer*100)	30%	30
Total Score	Technical Score * 70% + Financial Score * 30%	

*** It is mandatory criteria and shall have a minimum of 50%**

IX. PAYMENT MILESTONES AND AUTHORITY

The prospective consultant will indicate the cost of services for each deliverable in **US dollars all-inclusive¹ lump-sum contract amount** when applying for this consultancy. The consultant will be paid **based on the effective UN exchange rate (where applicable), and** only after **approving authority** confirms the successful completion of each deliverable as stipulated hereunder.

The qualified company shall receive his/her lump sum service fees 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
1 st Installment	After the promotional video announcing the forum	Yes	40 %
2 nd Installment	After submission of all deliverables	Yes	60%

X. RECOMMENDED DOCUMENTATION OF TECHNICAL PROPOSAL

For purposes of generating quotations whose contents are uniformly presented and to facilitate their comparative review, a prospect Individual Contractor (IC) is given a proposed **Table of Contents**. Therefore, prospective Consultant Proposal Submission must have at least the preferred contents which are outlined in the IC Proposal Submission Form incorporated hereto.

XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service 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 TOR is approved by:

Name: Chika Charles Aniekwe

Designation: Head of Stabilization

Signature: 

Date Signed: 10 March 2021

¹ The term "All inclusive" implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal