 TERMS OF REFERENCE

VIDEOGRAPHER

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>Samoa</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUTY STATION</td>
<td>Home based</td>
</tr>
<tr>
<td>REPORTING TO</td>
<td>UNDP Accelerator Lab</td>
</tr>
<tr>
<td>CONTRACT TYPE</td>
<td>Individual Contract (IC)</td>
</tr>
<tr>
<td>DURATION</td>
<td>3 weeks</td>
</tr>
<tr>
<td>STARTING DATE</td>
<td>05 April 2021</td>
</tr>
<tr>
<td>END DATE</td>
<td>23 April 2021</td>
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</tbody>
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A. Background

The UNDP Strategic Plan 2018-2021 embraces the complexity of development and commits the organization to helping countries find faster, more durable solutions to achieve Agenda 2030. We have an exciting opportunity to transform our collective approach by introducing new protocols, backed by evidence and practice, which accelerate the testing and dissemination of solutions within and across countries. This will enable the global community to collectively learn from local knowledge and ingenuity at a speed and at a scale that our societies and planet require. The objective is to build a network of 60 Country Accelerator Labs as the largest, fastest global learning network on development challenges. The network will surface and reinforce locally sourced solutions at scale while mobilizing a wide and dynamic partnership of actors contributing knowledge, resources and experience.

The core protocols that the country accelerator labs will use to spark this shift are solutions mapping, experiments and collective intelligence. Key functions of the Accelerator labs together with the UNDP Country Office are:

1. Building and maintaining political/ institutional relationships. This should be the UNDP Resident Representative or Deputy, liaising with strategic partners and ensuring the work of the Lab advances national development goals.
2. Leading the work with technical specialists on designing experiments, partnering with government, civil society, and entrepreneurs in the private sector.
3. Watching and learning from other programs and engaging with the local social (innovation) communities, identifying ‘under the radar’ organizations and individuals with potentially disruptive solutions and insights.
4. Communicating within and outside the country about learnings, outcomes, and failures, and for engaging with the lab network. Ensuring seamless administration of the effort and of emerging business models, making it efficient and transparent.

The Country Accelerator Lab project is designed to contribute to the accelerated delivery of top-quality programmatic results for the SDGs (UNDP Strategic Plan Organizational Performance: Tier 3). By design, the initiative does not predetermine specific result targets for each Country Lab but allows these to be determined by local stakeholders in response to impact specific country needs and opportunities and in line with UNDP’s signature solutions.

The Consultant will work closely with the UNDP Accelerator Lab
B. Scope of Works

**Duties and Responsibilities**
Under the supervision and overall guidance of the Head of Exploration and the Accelerator Lab, the Consultant will perform the following tasks:

1. Utilize the Accelerator Lab Launching Deck to inform design and development of local pictorial and videography content leading up to its launching 16 April 2021.
2. Design local content both pictorial and videography upon advice by the Accelerator Lab to fit the customizable Accelerator Lab approved branding and media creatives.
3. Design and create vlog content from the 3-day Hackathon event.
4. Ensure that the Accelerator Lab Key Messages and Fast Facts are included in the design of local content.
5. Liaise and engage directly with the UNDP Communications Analyst to manage and upload preapproved media graphic contents on all official UNDP online sites.
6. Secure and include the use of LED screens for the duration of the contract.

C. Expected Outputs and Deliverables

To work in collaboration with the UNDP Accelerator Lab to design and create.

1. Social media creatives with local content incorporated to generate awareness on the work of the Accelerator Lab.
2. 3 video highlights on the UNDP Accelerator Lab Digital Transformation Hackathon.
3. 1 storytelling video showcasing the full journey of the Accelerator Lab leading up to formal opening and conducting the Hackathon.
4. Utilize LED screens to showcase the work of the Accelerator Lab including have at least 4 placed in the 3 day Hackathon and formal opening.

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Expected time (days)</th>
<th>Percentage payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Social media creatives with local content incorporated to generate awareness on the work of the Accelerator Lab.</td>
<td>3 days a week (commencing 5 April, ending 23 April)</td>
<td>50%</td>
</tr>
<tr>
<td>2. 3 video highlights on the UNDP Accelerator Lab Digital Transformation Hackathon.</td>
<td>3 days (14 – 16 April)</td>
<td></td>
</tr>
<tr>
<td>3. 1 storytelling video showcasing the full journey of the Accelerator Lab leading up to formal opening and conducting the Hackathon.</td>
<td>15 days (5 – 23 April)</td>
<td>50%</td>
</tr>
<tr>
<td>4. Utilize LED screens to showcase the work of the Accelerator Lab including have at least 4 placed in the 3 day Hackathon and formal opening.</td>
<td>15 days (5 – 23 April)</td>
<td></td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>15 days</strong></td>
<td><strong>100%</strong></td>
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The consultant is to propose a financial submission of lump sum payments in local currency (of residence) as per the payment schedule listed in above table. A breakdown of costs is required from the proposal using the Financial Template for submission.

D. Institutional Arrangement

Counterparts and line of reporting
The Consultant will work closely with the UNDP Accelerator Lab and engage with the UNDP Communications Analyst and ICT Assistant to upload all Accelerator Lab content onto all official UNDP online sites including Yammer and SparkBlue.

Inputs by UNDP
The Accelerator Lab will make available to the consultant any and all information pertaining to the Accelerator Lab and the event including but not limited to the Accelerator Lab branding and the UNDP consent form.

Intellectual Property

Copyrights
All information pertaining to projects (documentary, digital, cyber, project documents, etc) belonging to UNDP, which the consultant may come into contact with in the performance of his/her duties under this assignment shall remain the property of UNDP, who shall have exclusive rights over their use.

Except for purpose of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of UNDP in line with the national and international Copyright Laws applicable.

E. Timeframe of the consultancy

The consultancy will be for 15 days commencing tentatively from 5 April until 23 April 2021.

F. Duty station

Home based but will work closely with the UNDP Accelerator Lab and its Communications Analyst.

G. Competencies of the Required Consultant

Functional Competencies:
- Strong graphic and videography design skills
- Proficient in the use of CS Suite i.e. Adobe After Effect
- Experience in producing corporate products
- Understanding of UN, including UNDP, development issues and UN reform
- Knowledge of UN branding language and style guide
- Demonstrated ability to meet deadlines and work under pressure
- Ability to work under pressure, effectively coordinate others and meet tight deadlines without compromising the quality of work.
Corporate Competencies:
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Demonstrates integrity by modelling the UN’s values and ethical standards.
- Promotes the vision, mission, and strategic goals of UNDP.
- Treats all people fairly without favouritism.
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.
- Ability to be flexible and respond to changes as part of the review and feedback process.

H. Experience and Qualification

Education Qualification:
- Bachelor’s degree or at least 8 years equivalent professional experience in communications, journalism, international relations, fine arts, or related fields.

Experience:
- Minimum of 3 years of combined and relevant experience in graphic design, in communications for development organisations, including experience in the preparation of publications, infographics, etc.
- Strong portfolio of work showcasing design skills, including typography, layout, color theory, etc. (as demonstrated by samples submitted with application).
- Experience in illustrations and other wide variety of products related to the field of work
- Experience in working with different types of design software
- Experience in sourcing photos
- Strong communication, time management, and organization skills
- Must be self-motivated, demonstrate grace under pressure and possess the ability to work well independently as well as within a team

Other requirements:
- Fluency in English is mandatory.
- It is desirable that the candidate should hold a license for all the software being used and has access to functional hardware to deliver on the tasks to be allocated.
- It is desirable that the candidate is able to secure LED screens at a cost effective

I. Evaluation Criteria & Contract Modality

The consultant will sign with UNDP an Individual Contract or a Reimbursable Loan Agreement (with an employer).

The assessment of proposals will be in accordance with the combined total weighting of the evaluation criteria as per below of:
- 70% for Technical; and
- 30% for Financial.
Technical Evaluation Criteria will be based on the information provided in the CV and relevant documents that are to be submitted as evidence to support the above required criteria.

Only the top candidates that have achieved a minimum of 49% of the technical (70% of the total marks) will be deemed technically compliant and their financial proposal considered.

The technical competencies will be assessed as per follows:

**Education Qualifications:**
- Bachelor’s degree or equivalent professional experience in communications, journalism, international relations, fine arts, or related fields. 10 marks

**Experience:**
- Minimum of 3 years of combined and relevant experience in graphic design, in communications for development organisations, including experience in the preparation of publications, infographics, etc. 10 marks
- Strong portfolio of work showcasing design skills, including typography, layout, color theory, etc. (as demonstrated by samples submitted with application). 10 marks
- Experience in illustrations and other wide variety of products related to the field of work 10 marks
- Experience in working with different types of design software 10 marks
- Experience in sourcing photos 5 marks
- Strong communication, time management, and organization skills 10 marks
- Must be self-motivated, demonstrate grace under pressure and possess the ability to work well independently as well as within a team 10 marks

**Other requirements:**
- Fluency in English is mandatory – 5 marks
- It is desirable that the candidate should hold a license for all the software being used and has access to functional hardware to deliver on the tasks to be allocated. – 10 marks
- It is desirable that the candidate is able to secure LED screens at a cost effective – 10 marks

**J. Recommended Proposal Submission**

Please use the templates provided to submit your application, compiling as ONE document (pdf).

CVs with a proposed methodology addressing the elements mentioned under the deliverables must be submitted by 30 March 2021 to the Jobs link below.

https://jobs.undp.org/cj_view_job.cfm?cur_job_id=97868

Incomplete applications will not be considered and only candidates for whom there is further interest will be contacted. Proposals must include:

i. **Letter of Interest and Availability completed Annex I**
ii. **CV or P11 form addressing the evaluation criteria and why you consider yourself the most suitable for this assignment. The selected candidate must submit a signed P11 prior to contract award, Annex II;**
iii. 3 professional references most recent or indicate in CV or P11 at least 3 referees;
iv. A brief methodology on how you will approach and conduct the work;
v. Financial Proposal with breakdown cost specifying the daily rate and other expenses, if any, Annex III;
vi. Links or submission of previous designed publications would be an asset.

REMARKS:

- For any queries regarding this consultancy, please send an email to procurement.ws@undp.org clearly indicating the TITLE OF THE CONSULTANCY in the subject of your application email.
- Applicant receiving the Highest Combined Score and has accepted UNDP’s General Terms and Conditions will be awarded the contract.

K. Annexes

Annex I - Offeror’s Letter to UNDP Confirming Interest and Availability for the Individual IC
Annex II – P11 Form
Annex III – Financial Template
Annex IV – UNDP General Terms and Conditions for Individual Contractors
Annex V – UNDP General Terms and Conditions for Reimbursable Loan Agreements

L. Approval

This TOR is approved by:

Signature: ______________________________
Name and Designation: Verena Linneweber, Deputy Resident Representative 24 March 2021