

Terms of Reference

Title:	Producing a short documentary film and 3 video clips on climate change
Project title:	<p>#00106780 Development of the Kazakhstan's Eighth National Communication and Preparation of Two (Fourth and Fifth) Biennial Reports to the UNFCCC</p> <p>#00117909 Assistance in Enhancement of Kazakhstan's Nationally Determined Contributions</p>
Duty Station:	At the place of residence/ location of the Contractor
Contract type:	Service contract of the UNDP format
Duration:	5 months from the date of contract signing

BACKGROUND

Development and preparation of the 8th National Communication

The project "Development of the Kazakhstan's Eighth National Communication and Preparation of Two (Fourth and Fifth) Biennial Reports to the UNFCCC" is being implemented jointly by the United Nations Development Program and the Government of the Republic of Kazakhstan with the Global Environment Facility's financial support.

The project will enable Kazakhstan to prepare and submit its national reporting to the UN Framework Convention on Climate Change - the Eighth National Communication (8NC) and two Biennial Reports (BR4 and BR5). Among other things, the project will prepare information on the Kazakhstan's national climate change circumstances, estimated amount of greenhouse gas (GHG) emissions and national measures to reduce them, assess climate change vulnerabilities and adaptation efforts, public awareness raising, outreach and staff training etc. The project will also strengthen the civil society engagement in climate change issues by building the technical and institutional capacities in the field of GHG inventory, GHG emissions projections, vulnerability assessment and NC/BR preparation, at the same time supporting the Government in mainstreaming climate change into the sectoral and national development priorities.

Project on enhancement of Kazakhstan's Nationally Determined Contributions

The project will seek to introduce a state-of-the-art system for assessment and verification of greenhouse gas emissions estimations. A roadmap for fulfilling the country's commitments under international climate agreements will be developed to indicate the key areas of national activities on climate change adaptation and greenhouse gas emissions reduction.

The project will also support the widest possible public awareness raising on climate change issues and will create PR products for this purpose.

RATIONALE

According to a survey, only 50% of respondents consider themselves "rather informed about climate change" and more than 15% believe that they are not informed about climate change. About 33% of respondents believe that climate change is a seasonal process that depends on natural causes and therefore cannot be prevented.

This suggests that the Kazakhstan's population, including mass media representatives, has a wrong idea about the climate change issue and therefore people are not encouraged to change their attitude to environmental protection.

To address this challenge, the projects propose to produce a documentary film about climate change or climate change issues which would answer the questions: "What is happening with the climate?", "How will climate change transform people's lives?", "What will be the climate change implications for traditional activities?" and "How to adapt to climate change?".

OBJECTIVE

Produce an inspiring short documentary film that brings up the climate change issue and inherent changes in the traditional life of Kazakh people. The film should talk about this problem and make it clear that climate change must and can be combated.

CONTENT AND SCOPE OF WORK

The Contractor shall be a professional company that performs the following tasks under the UNDP's direct supervision:

1. Develops and agrees with the project team a creative brief and the concept of the video film (hereinafter referred to as the film) in line with the theme;
2. Based on the agreed creative brief and concept and in consultation with the project team and the UNDP Communications Coordinator, develops several film scripts with storyboards and visuals. Coordinates the final script and storyboard of the film with the project team;
3. Runtime shall be between 15 and 25 minutes;
4. Organizes shooting in line with the theme and approved script; various creative shooting methods and techniques are encouraged;
5. Submits the footage for approval before subsequent editing, storyboarding and voice-over;
6. Performs film editing, voice-over in Russian, Kazakh and English languages, musical scoring, recording in the FULL HD format;
7. Based on the footage, it is necessary to produce 3 short high-resolution video clips in the format compatible with social networks and other platforms (Facebook, Instagram, Youtube and others as requested by the Customer), as well as for posting on the UNDP website in Russian, Kazakh and English (1.5-3 minutes);

8. Submit original copies of finished products to UNDP projects.

DESCRIPTION OF FINISHED PRODUCTS

Final product	Video for full-scale broadcasting in HD format (HD - 1920x1080) and 3 video clips for social media and posting on the UNDP's website
Runtime	Film: 15-25 min., 3 video clips: 1.5-3 min each.
Style	Documentary
Language	Russian, English, Kazakh
Content	Short film on climate change
Professional voiceover	Yes
Structure	<p>A film of 15-25 minutes long and 3 video clips of 1.5-3 min. long each, to be shown:</p> <ul style="list-style-type: none"> – during the events of UNDP projects on climate (seminars and meetings); – during the events of the executive partner - the Ministry of Ecology, Geology and Natural Resources; – on the website, official pages of UNDP in social networks; – on Youtube channels of climate projects;

EXPECTED RESULTS AND PAYMENT TERMS

High-quality and efficient work performance in accordance with the above description of services.

No.	Output/ expected deliverables	Deadline	Review / approval	Payment in %
1.	<p>Creative brief and concept of the film developed and approved by the UNDP.</p> <p><i>Result: Coordinated creative brief and film concept</i></p>	No later than 1 week after contract signing	UNDP Project Manager	30%
2.	<p>3 film scripts with a storyboard and visuals developed and submitted for approval.</p> <p><i>Result: The final version of the script approved.</i></p>	No later than 3 weeks after contract signing	UNDP Project Manager	
3.	<p>Locations and characters selected, field filming finished, necessary amount of photo, video and text materials collected, pilot</p>	No later than 4 months after contract signing	UNDP Project Manager	20%

	versions of the footage produced. Targeted trips to organize filming conducted. <i>Result: The footage presented to the project team.</i>			
4.	The main version of the short documentary film produced, edited and presented to the project team. <i>Result: Approved video</i>	No later than 4,5 months after contract signing	UNDP Project Manager	30%
5.	3 video clips in Russian, Kazakh and English for social networks (Facebook, Instagram, Youtube, etc.) edited and presented to the project teams <i>Result: Video clips of 1.5 to 3 minutes long;</i>	No later than 5 months after contract signing	UNDP Project Manager	20%

ORGANIZATIONAL STRUCTURE

The team shall work closely with the project team under the guidance of a project manager and a communications expert.

RESPONSIBILITY OF THE CONTRACTOR

- The Contractor shall plan activities timely and rationally, perform work and achieve results set within the Terms of Reference;
- If necessary, the Contractor holds online consultations with the Project team during the entire period of the Terms of Reference;
- The Contractor is responsible for the quality of the materials prepared within the Terms of Reference;
- The Contractor shall unconditionally meet the requirements of the Terms of Reference, UNDP reserves its right to terminate the contract unilaterally in case of poor quality of the Contractor's work;
- The Contractor has no right to distribute or transfer materials and reports collected and prepared within the Terms of Reference without the UNDP's permission;
- The Contractor shall comply with the legislation of the Republic of Kazakhstan in the field of copyright and related rights;
- The Contractor shall report to the UNDP Project Manager. All actions related to the performance of this work shall be agreed with the Project staff;
- The UNDP project reserves its right to make changes to the Terms of Reference, no more than 25% of its scope, which do not affect the general nature of the works and cost of services under the Contract;
- All works within the Terms of Reference shall be performed in accordance and in compliance with the current legislation of the Republic of Kazakhstan, including in the context of COVID19;
- In order to operate during the COVID19 pandemic, the Contractor shall provide all necessary protective equipment for its employees and comply with all the standards

and recommendations of the WHO and competent bodies of the Republic of Kazakhstan. The Contractor is responsible for the proper and timely provision of its employees involved in this Terms of Reference with all necessary personal protective equipment in accordance with the current WHO recommendations (masks, gloves, sanitizers, COVID19 screening (if necessary), for the entire duration of the Contract.

CONTRACT PERFORMANCE DEADLINE

The contract will be signed for a period of 5 months to achieve all the results listed above. The project team will provide its feedback and recommendations/approval within 2 weeks from the date of contractor's deliverables submission.

DUTY STATION

The duty station will be the place of residence/ location of the Contractor with possible business trips (no more than 2 business trips; no more than 4 people) to the filming locations, if the company is located in another city.

Depending on the free movement restriction and quarantine measures in the country, discussion/ work performance could be organized in two ways:

1. If there is a restriction on free movement in the country, activities related to business trips under the Terms of Reference shall be performed online/ remotely. When restrictions on free movement in the country are in effect at the time of services provision under the Terms of Reference, the amount stipulated in the financial proposal for travel arrangements (if any) can be used to hire appropriate personnel (film crew) in the regions and/ or buyout of rights to video materials filmed by third parties.

2. In the absence of restrictions on free movement in the country, the travel schedule can be organized according to the company's technical proposal. All costs associated with this work shall be included in the price offer.

REQUIREMENTS TO THE CONTRACTOR'S MATERIALS

- The film scripts shall be endorsed by the UNDP Project;
- The product must be prepared in accordance with the UNDP branding and promotional rules;
- The final product shall be agreed with the UNDP Public Relations Coordinator;
- Materials shall be submitted in accordance with the terms specified in the section "Expected Results and Payment Terms";
- The Contractor shall plan activities timely and rationally, perform work and achieve results set within the Terms of Reference;
- In the course of any production works and before the products submission, it is necessary to ensure the complete safety of materials and finished products, avoid the creation of counterfeit products or other film products based on working materials. It is necessary to ensure compliance with the legislation of the Republic of Kazakhstan in the field of copyright and related rights. During the production of the film, photo, video,

musical materials of third parties must be used in compliance with copyright law and in accordance with the legislation of the Republic of Kazakhstan;

- All materials, layouts and design must be agreed with UNDP before production.

COPYRIGHT

Upon completion of the works, the UN Development Program will receive all direct and related copyrights for the placement, use and distribution of television products that will be produced under the contract.

- The finished products must be submitted on electronic media in Russian, Kazakh and English *languages

** professional edited translation into English and Kazakh*

Qualification requirements (See RFP-2020-069, Annexes 2a and 2b for a detailed list of submission documents):

- 3 years of experience in producing feature films, professional documentary videos, films with animation elements, advertising and / or social videos;
- Participation in projects on the production of presentation/ training/ social videos - at least 3 projects;
- Availability of the necessary hardware/ equipment (computer, HD camera, microphone/ sound recording equipment, lighting equipment, etc.) for professional production and editing of video clips or confirmation of a contract of intention to lease the necessary equipment;
- Availability of qualified personnel (project manager/ director, cameraman, video engineer/ sound engineer, copywriter/ journalist/ screenwriter).
- Experience in working with international organizations, UN agencies is an advantage;

STAFF REQUIREMENTS

No.	Group composition	Number of persons	Proposed duration of participation in the project, months	Lowest acceptable educational level and field of study	Special skills / experience
1.	Project Manager / Director	1	5 months	Education in culture, arts/ cinematography and/ or related sciences	3 years of experience in the production/ directing of films and/ or TV shows and/ or advertising or social videos
2.	Operator	1	5 months	Education in media/ social / engineering	1 year of experience in shooting various types of videos

				sciences and/ or related sciences	and/ or films and/ or TV shows
3.	Video engineer / Sound Engineer	1	5 months	Education in media/ social / engineering sciences	2 years of experience in the field of video and sound editing
4.	Journalist / screenwriter	1	5 months	Higher education in philology, journalism and/ or related sciences	3 years of experience in text editing, interviewing

PRICE OFFER AND PAYMENT TERMS

The price offer in the national currency (tenge) shall include all company's costs with a detailed breakdown by items stipulated under the "Expected Results" section, as well as the Contractor's agreement with the conditions and requirements of the Terms of Reference. The price offer shall include all indirect and direct costs (VAT, if applicable, and other mandatory payments). The Contractor must specify if it pays the VAT or not.

The contract price shall be fixed regardless of changes in cost components in the course of work under the Terms of Reference.

Payments shall be made in tranches upon satisfactory completion of each item under the "Expected Results" section of the Terms of Reference and authorization of deliverables by the UNDP Project Manager and UNDP Programme Specialist upon submission of an act of acceptance and an invoice.

SELECTION CRITERIA

Contractors will be assessed by a cumulative approach based on technical qualifications and a financial proposal:

- Weight of a technical proposal (70%), weight of a financial proposal (30%);

UNDP General Terms and Conditions of Contract (GTCs) shall be fully accepted.

Approved by:

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 Date: 09-Apr-2021

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 Date: 12-Apr-2021