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| Title of Assignment | **Update and communication materials of the Report on 25 Years of UNDP Support to the Government of South Africa** |
| Commissioned by | United Nations Development Programme (UNDP) |
| Location | South Africa |
| Duration | 30 days |

A service provider is hereby requested to update the Report on 25 Years of UNDP Support to the Government of South Africa and communication materials ( two videos, two infographics booklet and social media cards) to showcases the 25 Years of UNDP Support to the Government of South Africa. The videos will be produced in short-form documentary style, with subtitles, infographic animation, narration, background music and interviews in between.

**BACKGROUND**

The United Nations has always had a solid presence in South Africa and had stood by the black majority during the deplorable period of Apartheid. As well articulated by the first democratically elected President of South Africa, H.E. late Nelson Mandela, in his address to the General Assembly expressing South Africa’s appreciation of the support of the UN.

“*We stand here today to salute the United Nations Organization and its Member States, both singly and collectively, for joining forces with the masses of our people in a common struggle that has brought about our emancipation and pushed back the frontiers of racism”.* **3 October 1994**

Emerging from the throes of Apartheid, the Government and people of South Africa embarked on a quest to reduce poverty and improve service delivery for all South Africans especially for the Blacks.

1. **Justification for the launch of the study**

With the Government’s conduit of its 25 years review of progress and challenges since its first election, the United Nations Development Programme (UNDP) also reassessed its work and support of the Government during this period. This is especially important and pertinent given the development of the Government’s new five years implementation plan 2019-24 and the UNDP’s Country Programme Document (CPD) 2020-25 and the UN’s wider programme of support, the United Nation Sustainable Development Cooperation Framework (UNSDCF) 2020-2025. All these programme documents are anchored and aligned to the National Development Plan, Vision 2030 and the Sustainable Development Goals, Agenda 2030 and the African Union’s Agenda 2063. With the implementation of the SDGs and in adherence to the principles of Leave No One Behind, it is crucial that the UNDP took stock of its work in South Africa.

In 2019 and early 2020, the UNDP Country Office in South Africa, under the direction of its Resident Representative Dr Ayodele Odusola, conducted a study to examine and document the strides it has made in aligning with the Government and in contributing to the implementation of the national priorities. In 2020, UNDP’s plan to launch this study was put on hold due to COVID-19. Yet, the exigencies of COVID-19 provided great opportunity for UNDP to work closely with other UN agencies under the overall direction of the Resident Coordinator, and to modify its CPD and deepen its reach and respond to the needs of the Government and the people of South Africa.

With the easing of lockdown restrictions to stop the spread of COVID-19 to an adjusted level 1, UNDP is revisiting the Study of the 25 Years of UNDP Support to South Africa with the objective of launching and disseminating its content. A key observation is that the study covered the work of UNDP till early 2020 but substantial work by the UNDP in 2020 was omitted in the study. Hence, it is recommended that the scope of the study be extended to include its work throughout the entire year of 2021.

**Objective of Launching of the** **25 Years of UNDP Support to the Government of South Africa**

1. To document and take stock of UNDP’s work for the past 25-26 years, amplify the successes and learn from the impediments and bottlenecks for a more successful implementation of the CPD 2020-25 and beyond.
2. To showcase UNDP’s work to Government and other partners including development partners and civil society and build accountability on the use of funds provided to UNDP
3. Provide an opportunity to beneficiaries and partners to make pronouncement on how UNDP support have impacted on their lives and what can be improved
4. To provide good practise to other UNDP country offices on the documentation of country experiences and partnerships

**SCOPE OF WORK:**

To complete this task, the UNDP Communications team will provide the vendor with the 25 years report and from this, the consultant will update the report to include 2019 and 2021 UNDP support and produce two short documentary style videos, two 10 -15 page infographics booklet, as well as social media card.

**Videos**

The 2 videos will be produced in short-form documentary style. The first video will follow the report and give an overview of the 25 years history of the key achievement of UNDP in South Africa. The second video will be sharp, succinct and give an overview of the current work being done, partnerships, as well as the future in support of the government of South Africa achieve its development priority including Sustainable Development Goals. We expect the first video to be not more than 20 minutes and the second video to be not more than 5 minutes.

The videos will entail the following:

* Scripts for the 2 videos
* subtitles
* with subtitles
* Narration
* Background music
* Interviews in between

**Duration of videos:**

* Video #1 : 20 minutes
* Video #2 : 5 minutes.

**Infographics booklet**

**Booklet #1: *25-Year Review – UNDP Programme of Support to the Government of South Africa in Attaining its Development Objectives***

This booklet is based on UNDP South Africa’s report, published in June 2021, the *25 Year Review – UNDP Programme of Support to the Government of South Africa in Attaining its Development Objectives.* This report summarizes the work of UNDP South Africa, since 1994, towards advancing achievement of South Africa’s development objectives.

**Booklet #2:*****UNDP-Global Environment Facility (GEF) Evaluation Report IV*.**

This booklet is based on the *UNDP-GEF Evaluation Report IV,* which provides an overview of the 25 years of UNDP projects in South Africa, funded by the GEF. Among other items, it would include snapshots from other (non-GEF funded) projects under UNDP in South Africa’s Nature, Climate and Energy (NCE) portfolio over the last 25 years. Information and pictures from other projects to be included in the booklet would be shared by the UNDP NCE team.

**Specific tasks of the Consultants**

The service provider will be responsible for:

1. The **design of the contents of each booklet** (noted above), as well as necessary modifications as informed by feedback from rounds of review
2. The **design of graphics**, including infographics, charts, tables, and boxes.

* Contents and template: The booklets will be full-colour publications and the Consultants is requested to provide options for full colour combinations for the booklets.

Based on inputs from UNDP, the Consultants will be responsible for providing the **page layout templates** with all required specifications for typesetting of all text and graphics. Particularly, it shall include the grid and typographical treatment of the text, headers, footers, call-outs, tables, photos, and boxes, and infographics, as appropriate.

Once approved, the Consultant shall prepare digital templates (including page size, margins, font styling, font sizes and leading) in InDesign CC for all inside elements described above. The service provider will work closely with UNDP Communications unit for consultation in the design and publication of the booklets.

* Information design**:** Includes the design of figures (graphs, charts, etc.) infographics, and tables, as well as the design of other features based on statistical information (i.e. a combination of charts and/or more complex data with multiple messages that need a larger space to convey information).

Based on initial design concepts and data provided by the UNDP Communications team, the Consultants shall provide suggestions and proposals for the information display/design of all graphs appearing in the Briefs. The graphic displays should transmit the message intended by the author as reflected in the text.

6. **Preparation for Printing**

a) Designer to prepare printing specifications for UNDP to bid out printing. The print job will likely be  500 hard copy prints, each.

b) InDesign files in Adobe CC

c) Graphic files should be Illustrator CC or InDesign CC

d) Hard copy of all pages, marked for colour, provided to printer

**Design of the contents**

1. Conduct preliminary design research, analysis, photo research, and audit.

2. Conceive and submit art direction and color palette.

3. Develop conceptual graphics, including **infographics**, based on content.

4. Submit the preliminary layouts for discussion with UNDP. Text for all graphics (tables, charts, maps) should be part of the InDesign file in order that translated text, if necessary, can replace the English text for multiple language versions.

5. Revise the selected layout as discussed with UNDP.

6. Submit the publication to UNDP for proofreading to acceptable state

7. Ensure all corrections have been inserted.

8. Obtain a final sign-off from UNDP before submitting electronic files to the printer

9. Prepare the electronic files for printer and liaise with printer, as necessary, during printing process, receive and mark up final blueprint with final corrections from UNDP.

10. Make final corrections to electronic file, as necessary, and create PDF for distribution.

11. Design and layout the finalized English document; submit files for proofing; ensure corrections are inserted; submit to printer as described above.

For the inforgraphic booklet the following should apply

**1. List of elements:**

* **Cover, four pages** (front/back),A5 paper
* **Narrative text**, A5 paper, 8 pages, (front/back)
* **Conceptual graphics**, about 8 each, including infographics, Figures, Charts, small Tables, Boxes, Photos.

**12 pages total (including cover)**

**2. General Type Guidelines:** as per UNDP Brand Manual ([download here](https://www.dropbox.com/s/gmggd2rtv6rncf7/UNDP%20Brand%20Manual%20rev.2020.pdf?dl=0)).

a) Headline text Proxima Nova

b) Body text: Adobe Proxima Nova

3**. Logos**

a) UNDP logo on cover as per UNDP Brand Manual

b) UNDP logo on back cover with address block as per UNDP Brand Manual

4. **Presentations to UNDP by designer**

a) **Template** - Including at least three Colour Palettes for UNDP’s selection (can be PDFs)

b) **Cover** - Five colour comps, for UNDP’s selection, delivered to UNDP within 2 days of receipt of inputs from UNDP (can be PDFs)

d) **Design of graphics** - Colour comps (can be PDFs)

**Social media Cards**

UNDP communications team will provider service provider with Hashtags to be used during the launch of this report on platforms such as Twitter, Facebook and LinkedIn. Social media cards will carry key messages/quotes from the report.

**Production time: 3 weeks.**

In terms of the process, the design of all the graphic displays will be based on drafts of the Report that will be made available to the Consultants. The Consultants will receive all the information for the design of all the graphic displays in electronic format. The Consultants will participate in meetings with the UNDP team to discuss the data and, if necessary, will request clarifications in order to conceive the appropriate graphic displays. .

The Consultant shall prepare print-ready digital files for all final graphic displays (Adobe CC; file names labelled as per designated map, table, or infograph number), and provide a copy of these final files to the UNDP team. These designs might also be used in different outreach materials associated with the Briefs. See Annex for design specifications and timeline.

The main tasks for this assignment are listed as follows:

**3. Expected Outputs:**

The selected service provider will work closely with *UNDP Communications team* under the following timelines:

1. 25 Years of UNDP Support to Government of South Africa 1994-2021 (Updated) and reflecting recent interviews, high quality site pictures – acceptable report available by end May.
2. Infograhics – will carry key messages/quotes from the report. Innovative, succinct and visually reader friendly content finalised by 7 June 2021.
3. Two documentary videos – finalised by 7 June 2021.

**Scope of Proposal and Schedule of Payments:**

* Please include in your proposal a price, confirmation of availability, and samples of your work.

**Required Skills and Experience:**

* Expertise in video editing. Please provide URLs to video products together with the financial proposal; expert knowledge of Adobe Premier CC or Final Cut X preferred.
* Expertise in titles (text/graphics onscreen). Knowledge of Adobe After Effects an asset.
* Expertise in sound mixing. Knowledge of sound repair (iZotope RX) an asset.
* Experience of working on issues related to international development, such as poverty reduction and environmental sustainability; and
* Ability to deliver against tight deadlines.

**Application items to be submitted:**

* Experience of similar assignments – report writting
* Portfolio “reel” of video clips
* Written resume listing areas of post-production software expertise
* Proposed methodology and timeline for completion of services
* Expressed ability and commitment to delivery against tight deadlines (e.g. include references from previous clients)

**Criteria for Selection of Best Offer:** Combined Scoring method. The qualification and methodology will be given a 70% weight and combined with the price offer, which will be weighted 30%.

The (70%) qualifications and methodology will be divided as follows:

* Experience in writing high quality reports including interviews (30%)
* Experience in developing Infographics (30%)
* Quality of video portfolio: (30%)
* Expressed ability and commitment to delivery against tight deadlines (e.g. include references of previous clients): 10%

**Copyright:**

The copyright on all multimedia content produced, developed and documenting the project belongs to UNDP. The content in both unedited and edited forms must be handed over to UNDP by the videographer/photographer once the assignment is concluded.

**Interested applicants are requested to submit a quotation in US dollars by 24 May 2021. Please ensure that all associated costs are included.**

**For more information and clarifications email to** [**procurement.enquiries.za@undp.org**](mailto:procurement.enquiries.za@undp.org)**.**