

## Terms of Reference for Individual Contractor (IC)

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**National or International consultants:** National or International

**Description of the assignment (Title of consultancy):** Creative Video Clip Director

**Project Title:** Guarantee Fund – Youth Activity

**Period of assignment/services:** 32 working days spread over 5 weeks

**Is this a LTA (yes/no):** No

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### 1. Background / Project description

In recognition of the vital role youth play in achieving development goals, UNDP RBAS launched the Youth Leadership Programme (YLP) in 2015. YLP aims to empower change-makers and support the young women and men to design and implement innovative, impactful, and sustainable development solutions, whether in the form of social enterprises, non-profits, NGOs, initiatives, or campaigns. The YLP specific objectives are to:

- Promote and support innovative thinking and leadership among youth;
- Accelerate implementation of pioneering solutions for sustainable development;
- Build networks of young men and women who are able to create change and have a positive sustainable impact in their communities, countries, and region;
- Showcase the achievements of young men and women as change-makers in their communities.

Within the framework of the YLP, UNDP Lebanon is working with the youth to accelerate the implementation of their ideas for social change, develop their leadership potential, and improve their skills in various social innovation approaches and methodologies. YLP also aims to strengthen their gender sensitive lens and skills, improve their advocacy and presentation skills, and help them become part of a dynamic network of young leaders and innovators.

In the light of the current pandemic that we suddenly found ourselves in, youth were among the most affected by this outbreak and many of them lost their jobs, stopped their education and suffered from anxiety caused by misinformation, fake news and many young people suffered from loneliness and isolation due to social distancing.

On 4 August 2020, one of the most powerful explosions has ripped through our beloved city Beirut caused by a large amount of ammonium nitrate stored at Beirut port and causing more than 200 deaths, thousands of injuries, and large property damages, and leaving an estimated 300,000 people homeless.

This crisis brought Lebanese people together again and thousands of the Lebanese including youth in their twenties, rushed to the streets, masks on, shoveling, sweeping, fixing damaged neighborhood,

helping injured people, and feeding workers and affected people after the explosion. Hence, many of our YLP'ers created initiatives and relief efforts to support Beirut and many volunteered with NGOs to help their people during the hardest times of this year and these efforts are always recognized and appreciated by the team. Therefore, we will be working on launching a YLP Song (Youth Song) on the youth international day that is taking place in August 2021.

## **2. Scope of work, responsibilities, and description of the proposed analytical work**

The main objective of this project is directing a video clip around youth topic featuring the main singer Manal Mallat and chorale consisting of the YLP alumni. The director/consultant will be responsible to **brainstorm creative ideas** for the video clip within the youth context, **submit** a detailed work plan, **attend** the shooting days, and **edit** the video clip content whenever needed. The content of the video is to be discussed and agreed on with the UNDP team.

The four phases of video direction are as per the following:

- 1- The director/ consultant will be responsible to brainstorm ideas along with UNDP focal points about the main ideas of the video clip and bring them together into a cohesive script of actions where the goals and objectives of the video are recognized taking into consideration that the target audience are people living in Lebanon and outside Lebanon;
- 2- After submitting the work plan, the director/consultant will control the video's artistic and dramatic aspects as per the song vibes and will visualize the script of actions while guiding the technical crew and actors;
- 3- The director/consultant will be responsible for all the creative aspects of the videoclip;
- 4- The director/consultant will be responsible for video editing and ensure that the version submitted is compatible to be can be published and posted on social media platforms.

## **3. Expected Outputs and deliverables**

**The individual contractor (IC) should:**

Under the overall guidance of the UNDP Youth Focal Point and in close coordination with the Youth Delegate, the IC will be responsible for executing the following tasks:

- **Deliverable 1:** Brainstorming and drafting video clip script of action in coordination with the UNDP communication team and YLP Lebanon team.
- **Deliverable 2:** Submitting a detailed work plan for the shooting days (fixed and detailed schedule)
- **Deliverable 3:** Shooting the video clip in coordination with the production team
- **Deliverable 4:** Editing the video clip

<b>Deliverables/ Outputs</b>	<b>Estimated Duration to Complete</b>	<b>Number of working Days per Deliverable/s</b>	<b>Review and Approvals Required</b>
<b>Deliverable 1</b>	1 week from contract signature	7 days	The first draft of the work plan should be approved by UNDP Youth Focal Point and Youth Delegate and UNDP Communication team
<b>Deliverable 2</b>	3 weeks after contract signature	7 days	The detailed work plan should be approved by UNDP Youth Focal Point and Youth Delegate and UNDP Communication team
<b>Deliverable 3</b>	4 weeks after contract signature	12 days	The work submitted should be approved by UNDP Youth Focal Point and Youth Delegate and UNDP Communication team
<b>Deliverable 4</b>	5 weeks after contract signature	6 days	The work submitted should be approved by UNDP Youth Focal Point and Youth Delegate and UNDP Communication team

#### **4. Institutional arrangements**

- a) The creative video director should closely coordinate with UNDP Youth Focal Point, Youth Delegate and UNDP communication team
- b) For each task, the IC shall submit a completion report of each deliverable and a final report after the completion of the all above tasks

#### **5. Duration of work**

32 working days spread over 5 weeks

#### **6. Duty station**

Homebased with the possibility of meetings with involved personnel working on the videos prior and during the shooting days.

#### **7. Requirements for experience and qualifications**

##### I. Academic Qualifications:

Bachelor's degree in communication and TV production or similar field

##### II. Years of experience:

Relevant experience of not less than 3 years as a video director and editor.

### III. Technical experience:

Have at least 3 years of previous experience in producing video clips, awareness videos, documentaries and creative script writing

### IV. Other Assets:

- Fluent in writing and spoken English and Arabic (French is a plus)
- Computer literate
- Good communication skills
- Teamwork spirit

### **Criteria for selection of the best offers**

This section should indicate all the criteria which shall serve as basis for evaluating offers, which may be done in either of the following manner:

- a) Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%; using the following evaluation criteria

<b>Criteria</b>	<b>Weight</b>	<b>Max. Point</b>
<u>Technical Competence</u>	70%	100
<b>Criteria A:</b> Bachelor's Degree in communication and TV production or relevant <i>Less than bachelor's degree = 0 points</i> <i>Bachelor's degree = 20 points</i> <i>Master's degree or higher = 25 points</i>		25
<b>Criteria B:</b> Relevant experience of not less than 3 years as a video director and editor <i>Less than 3 years = 0 points</i> <i>3 years of experience = 20 points</i> <i>More than 3 years = 25 points</i>		25
<b>Criteria C:</b> Have at least 3 years of previous experience in producing video clips, awareness videos, documentaries and creative script writing <i>Less than 3 years = 0 points</i> <i>3 years of experience = 20 points</i> <i>More than 3 years = 25 points</i>		25
<b>Criteria D:</b> Methodology submitted including the concept of the video featuring youth The concept of the video featuring youth, creative ideas, location details are not clear, and the methodology does not include tentative scheduling = 0 points		25

The concept of the video featuring youth, creative ideas, location details are clearly stated, and the methodology includes tentative scheduling= 25 points		
<i>Financial (Lower Offer/Offer*100)</i>	<i>30%</i>	<i>100</i>
<b>Total Score</b>	<b>Technical Score * 0.7 + Financial Score * 0.3</b>	

<b>Weight per Technical Competence</b>	
Weak: below 70%	The individual consultant/contractor has demonstrated a WEAK capacity for the analyzed competence
Satisfactory: 70-75%	The individual consultant/contractor has demonstrated a SATISFACTORY capacity for the analyzed competence
Good: 76-85%	The individual consultant/contractor has demonstrated a GOOD capacity for the analyzed competence
Very Good: 86-95%	The individual consultant/contractor has demonstrated a VERY GOOD capacity for the analyzed competence
Outstanding: 96-100%	The individual consultant/contractor has demonstrated an OUTSTANDING capacity for the analyzed competence.

## 8. Scope of Price Proposal and Schedule of Payments

The payment will be based on the below deliverables and each payment will be processed upon submission of the deliverables, within 30 days from receipt and acceptance of related invoices and documentation.

Please see below payments per deliverables:

<b>Deliverables/ Outputs</b>	<b>Estimated Duration to Complete</b>	<b>Number of working Days per Deliverable/s</b>	<b>Percentage of Payment per Deliverable/s</b>	<b>Review and Approvals Required</b>
<b>Deliverable 1</b>	1 week from contract signature	7 days	10 % of the total amount of the contract upon complete 1 <sup>st</sup> deliverable	The first draft of the work plan should be approved by UNDP Youth Focal Point and Youth Delegate and UNDP Communication team

<b>Deliverable 2</b>	2 weeks after contract signature	7 days	25% of the total amount of the contract upon complete 2 <sup>nd</sup> deliverable	The detailed work plan should be approved by UNDP Youth Focal Point and Youth Delegate and UNDP Communication team
<b>Deliverable 3</b>	4 weeks after contract signature	12 days	40% of the total amount of the contract upon complete 3 <sup>rd</sup> deliverable	The work submitted should be approved by UNDP Youth Focal Point and Youth Delegate and UNDP Communication team
<b>Deliverable 4</b>	5 weeks after contract signature	6 days	25% of the total amount of the contract upon complete the 4 <sup>th</sup> deliverable	The final video editing should be approved by UNDP Youth Focal Point and Youth Delegate

**9. Any other important information for the procurement unit to consider for the proposed IC**

The qualified IC should have a solid understanding of creative script writing and video directing.