

Terms of Reference

Animation Videos

Consultancy for the production of 3 short video animation to support three components of the project “Strengthening Integrated Sustainable Landscape Management in Enga Province Papua New Guinea”

Project Title:	Strengthening Integrated Sustainable Landscape Management in Enga Province Papua New Guinea
Type of Contract:	Individual Contract
Duration:	76 Working days for September 2021 – December 2021
Location:	Home-based
Application Deadline	5 October 2021

Please note that UNDP is not in the position to accept incomplete applications - please make sure that your application contains all details as specified below in this notice.

1. PROJECT DESCRIPTION

The project “Strengthening Integrated Sustainable Landscape Management in Enga Province Papua New Guinea” will assist in strengthening sustainable and inclusive economic development of the Enga Province of Papua New Guinea by three components: i) improving climate change mitigation and adaption; ii) strengthening food and nutrition strategy and iii) improving biodiversity and land/forest conservation. It will be achieved through the development and delivery of an innovative approach to rural development that brings together government systems, private sector and community action to present a model for climate compatible green growth.

Integrated sustainable land use and development planning within provincial and district development planning will provide a framework and supporting environment for effective climate compatible development including both mitigation and adaptation actions. This framework will be used as a base to help catalyse community action on sustainable projects and the development of community conservation areas as well as private sector investment in the development and production of high quality ‘conservation commodities’ that have improved international market access and prices and support the delivery of multiple objectives at the community level. This integrated approach is fully in line with a number of government and private sector initiatives with the current project acting as a catalyst to bring these elements together as well as helping to bridge the investment gap presents in fully operationalizing these integrated approaches.

Through these actions, the project will provide significant support to achieving both PNG’s Medium-Term Development Goals, including targets for increasing agricultural productivity, increasing areas under conservation and reducing levels of forest loss. It will also support action under the SDGs in particular action on SDG15 Life on Land, SDG 13, Climate Action and Goal 2, Zero Hunger.

Based on a Communication and Visibility Plan, various activities were planned, and one of activities is producing animated videos to raise awareness, outreach and increase visibility of the project. The animated videos will tough base on overall of the three key components of project targeting to various stakeholder groups, including the Government of PNG, CSOs, local communities, and the general public.

2. OBJECTIVE

To produce high quality production of three animated videos to support the implementation the communications and visibility plan of the project “Strengthening Integrated Sustainable Landscape Management in Enga Province Papua New Guinea”.

3. EXPECTED OUTPUTS

High quality of three animated videos:

- **Video 1:** it will focus on the overall aspects about the project strengthening integrated sustainable landscape management/approach, which includes: i) improving climate change mitigation and adaptation; ii) strengthening food and nutrition strategy and iii) improving biodiversity and land/forest conservation.
- **Video 2:** it will be around diversification of local economic activities, fostering investment and empowering competitive agricultural and environmental practices in Enga province via bottom-up strategic planning of inclusive sustainable rural development.
- **Video 3:** Engagement of stakeholders especially women and youth, and their roles in the project.

4. SCOPE OF WORK

Support and implement all communications-related activities specified in the Project Communications and Visibility Plan, including:

- Produce three animated video products (2.5D, 2D mixed 3D style) with the duration of each video between 2 minutes to 3 minutes with VO and subtitles in English in full HD files (1080p, and 1920p x 1080p);
- Develop a workplan of how the animated videos will be delivered;
- Develop scripts for the three videos with support of the project communications team; and
- Coordinate and set up meetings ensuring that the productions delivered as in planning process.

5. DELIVERABLES

Considering the above indicated duration, the consultant or team of consultants will submit a proposal, which includes deliverables, timelines, and budgeting.

Deliverables/Outputs	Estimated duration	REVIEW AND APPROVALS
Submission of workplan	5 Working Days	ICA/Project Comms team reviews & approves
Submission of Three Video Scripts	5 Working Days	Discussion/meeting between consultant and ICA/Project Comms team
Submission of the storyboards	10 Working Days	Discussion/meeting between consultant and ICA/Project Comms team
Submission of animations	15 Working Days	Discussion/meeting between consultant and ICA/Project Comms team
Submission of voice overs	5 Working Days	Discussion/meeting between consultant and ICA/Project Comms team
Submission of the three draft animated videos and posting editing	25 Working Days	ICA/Project Comms team reviews & approves
Submission of the final three animated video versions ready for dissemination	11 Working Days	ICA/Project Comms team reviews & approves

6. INSTITUTIONAL ARRANGEMENTS, DURATION OF WORK, DUTY STATION

The consultant will be closely working with the project communications team with direct reporting to and under supervision of the project International Communications Advisor (ICA).

The duration of the assignment is from September to December 2021. In accordance with expected outputs and deliverables, the successful Consultant or group or firm provides progress updates to (ICA) for review outputs, comments, certify approval/acceptance of deliverables afterwards. In case of any delays to achieve

the expected outputs, the consultant/team/firm should notify the ICA and the UNDP Project Manager in advance to take necessary steps. The duty station of the consultant is Home-based.

7. REQUIRED SKILLS AND EXPERIENCE

Prospective consultants should demonstrate to have:

- Experience in developing creative and animated video clips;
- Experience in working with international development organizations and/or or government agencies (i.e. government ministries, local governments, etc.);
- Ability to produce high quality video animation on tight deadlines;
- Excellent planning and organizational skills; and
- Ability to work in a culturally diverse environment.
- Experience of PNG and the Pacific is an advantage.

Competencies:

- Fluency in written and spoken English;
- Strong inter-personal skills, in particular, demonstrated team leadership qualities and excellent oral communication skills;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- High level planning, organizational and time management skills, including flexibility, attention to detail and the ability to work under pressure to meet challenging deadlines; and
- Ability to quickly adapt to change, and to remain calm under pressure.

8. EVALUATION

Cumulative analysis

The proposals will be evaluated using the cumulative analysis method with a split 70% technical and 30% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract. Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below.

When using this weighted scoring method, the award of the contract may be made to the individual consultant whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable; and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weighting: 70%

* Financial Criteria weighting: 30%

Only candidates obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation. Interviews may be conducted as part of technical assessment for shortlisted proposals.

Criteria	Points	Percentage
Qualification		10%
<ul style="list-style-type: none"> • Post-graduate degree or equivalent in relevant areas, including Communications, Media Management, Journalism or closely related field. 	10	
Experience		55%
<ul style="list-style-type: none"> • At least 5 years of experience working with UN agencies, EU, national and international governmental and diverse of stakeholder groups, and proven experience in strategically managing communications activities and capturing knowledge and sharing. 	30	
<ul style="list-style-type: none"> • At least 5 years of experience working on the theme related to forests, climate change, natural resources, and environment related issues. 	25	
Competencies		5%

<ul style="list-style-type: none"> Fluency in written and spoken English. 	1	
<ul style="list-style-type: none"> Strong inter-personal skills, in particular, demonstrated team leadership qualities and excellent oral communication skills. 	1	
<ul style="list-style-type: none"> Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability. 	1	
<ul style="list-style-type: none"> High level planning, organizational and time management skills, including flexibility, attention to detail and the ability to work under pressure to meet challenging deadlines. 	1	
<ul style="list-style-type: none"> Ability to quickly adapt to change, and to remain calm under pressure. 	1	
Technical Criteria		70%
**If necessary interviews shall also be conducted as part of the technical evaluation to ascertain best value for money.		
Financial Criteria – Lowest Price		30%
Total		100%

Documents to be included when submitting Consultancy Proposals

Candidates, teams or firms are requested to submit a **Production Proposal**, indicating all past experience from similar projects, and including:

- **Letter of Confirmation** of Interest and Availability
- **Brief description** of why the individual considers him/herself or firm or team as the most suitable for the assignment, and a methodology, on how they will approach and complete the assignment.
- **Proposed budget** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. If an Offeror is employed by an organization/ company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must stipulate that arrangement at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

Lump-sum contracts

The financial proposal shall specify a total lump-sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in instalments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump-sum amount.

Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket; should the IC wish to travel on a higher class, they should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging, and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

Submission Instructions

Proposals may be submitted on or before the deadline as indicated below. Proposals must be submitted using this generic email procurement.png@undp.org address only with email subject: **Consultancy for the production of 3 short video animation.**

Incomplete proposals and failure to comply with proposal submission instruction may not be considered or may result in disqualification of proposal. Completed proposals should be submitted no later than **5 October 2021**. For any clarification regarding this assignment please write to procurement.pg@undp.org. UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.