

## UNDP Nigeria Documentary series - Womanity: A historical journey of Nigerian Women in nationhood and nation-building

<b>Location:</b>	Nigeria
<b>Type of Contract:</b>	Company
<b>Number of Positions:</b>	One (1)
<b>Language Required:</b>	English
<b>Starting Date:</b>	XX
<b>Duration of Contract:</b>	4 months

### Background and Rationale

Africa's Agenda 2063 commits to improving women's political participation through Aspiration three on Africa's good governance, democracy, respect for human rights, justice and the rule of law. This aspiration embeds a culture of gender equality and good governance. Such aspiration and accompanying framework clarify that the continent and member states need grounded evidence to demonstrate women's progress in political and governance participation.

UNDP estimates that gender inequality translates into a 44 per cent loss in potential human development. Yet we have now enough empirical evidence to illustrate that SDG 5 is one of the most potent development accelerators. It needs to take renewed commitment and heightened ambition to push forward Gender Equality as part of the realisation of the 2030 Agenda and Global goals agenda by 2030. Otherwise, inclusive development progress will remain a dream if Africa does not change its systems, practices and policies to ensure more women sit at the decision-making table.

In recognition of the importance of women-inclusive governance, several African countries have made varied efforts to increase women's political representation. Rwanda and Senegal have yielded positive results recording over 50% women representation in their respective parliaments.

The case appears to be the reverse for Nigeria with a recorded retrogression. Women's representation in the 8th National Assembly (2015-2019) was a dismal 4.7%; this declined further to 4.5% in the 9th National Assembly (2019 – 2023). In context, for every 29 seats occupied by men in the current National Assembly, only one seat is occupied by a woman. On the other hand, only 16% of the ministerial portfolio is held by women ministers at the Federal Executive level. At the state level, the scenario is discouraging, with some states having no female parliamentarians at the state national assembly. Also, there is currently no female governor in Nigeria, and of the 36 seats for deputy governors, only four are held by women. In addition, as of 1 January 2021, women's representation in the State Cabinets stood at 14.7%.

Considering that over 49% of Nigerians are women, their role in making Nigeria what it is today remains largely untold. Telling this story is paramount to strengthening women's participation and contribution to nationhood and nation-building, including access to equal opportunities and participation in decision-making processes. Ensuring that women are more visible will address and correct the imbalance of the current narrative; as a result, influence corresponding representation through upcoming women leadership.

To address the narrative imbalance, UNDP Nigeria seeks through its various interventions to elevate women's voices and contribution to Nigeria's development journey ahead of the 2030 General

elections to motivate increased participation of women in the electoral process – as prospective leaders and as voters. UNDP in Nigeria hopes to use the documentary and its relevant assets to create catalytic conversations that advance a perception shift and advocate for the intentional creation of spaces for women in nation-building.

Through its communication unit, UNDP Nigeria aspires to embrace and elevate this narrative through storytelling of the history of women's role in Nigeria's nationhood and the development of communities and societies through a four-part documentary series, also known as a 'docuseries'.

The objective of the docuseries is to:

- Showcase the role of women in Nigeria's nationhood and nation-building over the years post-independence by putting women at the centre and forefront in telling the largely untold story of their role as leaders, visionaries, pioneers and entrepreneurs that have contributed to the country's development trajectory
- Advocate for increased women's involvement, participation and representation across all sectors by debunking the idea that women are subsidiary to the Nigerian story
- Incentivise transformative change through stories that explore women's historical and cultural relevance that will influence recognition of women's rightful place in Nigeria's history

#### The BIG idea:

- UNDP Nigeria envisages the production of an 80-minutes documentary film serialised into four chapters/episodes.
- The documentary will be produced in two installments – production of chapters one and two, which will also serve as proof of concept in catalysing the conversation ahead of the upcoming 2023 General elections and a sequel of chapters three and four as a continued story after the 2023 General elections
- The documentary series will be anchored by seamless creative, and innovative storytelling approaches that ensure audiences are captivated and fully engaged in the conversation.

To this end, the UNDP Nigeria calls for the submission of technical and financial proposals from eligible film and production companies. The qualified firm will support the conceptualisation, designing and production of the first two chapters of the documentary, estimated at 40 mins.

#### Scope of Work

UNDP Nigeria wishes to engage the services of a film and production agency for a period of 4 months to conceptualise, design and produce the first installment of the documentary. Under the general guidance and supervision of the UNDP Nigeria Communications Specialist, the contractor will be responsible for providing support in the following general areas:

- **Pre-production:** Manage and undertake all pre-production requirements for the docuseries including research, storyboard and script development, identification and securing consent of identified talent/subject matter experts, mapping of project timelines and securing relevant licences and film permits
- **Production:** Lead the full production and creative direction of the docuseries which the output will be in four part including scripting, directing, shooting of required segments including b-roll or any contextual footage required to tell the story comprehensively
- **Post-production:** Editing (reviewing and compiling the footage into a final version including sequencing, graphics, voice over, creating original music score for the docuseries
- **Launch and dissemination support:** Design a dissemination plan including design of

promotional assets, media outreach and promotion, media placement on various streaming platforms at national, Regional and globally. Curate and organize a launch viewing event for UNDP and select audience

As part of the project, the contractor will be expected to:

- a. Handle all production and filming rights, including the casting of experts to be featured, acquire relevant consent to film and participate, as well as the payment of royalties and gratuity (if any)
- b. Manage the acquisition of rights, duration of such rights, the payment of royalties such as of soundtrack music, archival material (if any) relevant to the documentary and ensuring general compliance with intellectual property and other laws.
- c. Apply and acquire all filming and broadcast licenses as per the requirement of the laws in Nigeria
- d. Hold a valid insurance plan with reputable independent insurance companies in relation to the production and production team against industry related risks and to the extent as is commercially prudent in accordance with good industry practice for companies carrying on the same or a substantially similar business.

### Deliverables

More specifically, the selected vendor will be expected to produce the below final deliverables. The deliverables below must be accompanied with fortnightly reports to the UNDP Nigeria on progress of the Project.

No.	Deliverables/Outputs	Estimated Duration to Complete	Review and Approvals Required
1	<p><b>Pre-production</b></p> <ul style="list-style-type: none"> <li>• Research and submission of a summary report that will inform the storyline of the docuseries to be approved and signed off by UNDP Nigeria.</li> <li>• Creative script and story board that will guide the filming of the four part docuseries – with a total duration of one hour approved and signed off by UNDP Nigeria.</li> <li>• Filming and production schedule and timelines to be approved and signed off by UNDP Nigeria.</li> <li>• Attend regular check-in meetings with UNDP Nigeria team to provide updates on progress.</li> </ul>	1 month	UNDP Nigeria Communications Specialist

2	<p><b>Production</b></p> <ul style="list-style-type: none"> <li>• Conceptualisation, design, production and creative direction of the docuseries which the output will be in done in two installations including scripting, directing, shooting of required segments including b-roll or any contextual footage required to tell the story comprehensively.</li> <li>• Attend regular check-in meetings with UNDP Nigeria team to provide updates on progress and to review footage.</li> <li>• Rough cuts of the first two chapters of docuseries a total of 40 mins with subtitles and translations (where needed) and soundtrack for review, approval and signed off by UNDP Nigeria.</li> <li>• Produce first version of short 2:20 minute (maximum) trailer (one version) to be used as promotional asset for social media (Instagram, Facebook and Twitter) and mainstream media.</li> </ul>	1.5 months	UNDP Nigeria Communications Specialist
3	<p><b>Post-production</b></p> <ul style="list-style-type: none"> <li>• Final cut of the first two chapters of docuseries a total of 40 mins with subtitles, translations (where needed) and soundtrack delivered for final approval and sign-off by UNDP Nigeria.</li> <li>• Final version of short 2:20 minute (maximum) trailer (one version) to be used as promotional asset for social media (Instagram, Facebook and Twitter) and mainstream media delivered.</li> <li>• Attend regular check-in</li> </ul>	1 month	UNDP Nigeria Communications Specialist

	meetings with UNDP Nigeria team to provide updates on progress and to review footage.		
4	<p><b>Launch and dissemination support</b></p> <ul style="list-style-type: none"> <li>• Design a dissemination plan including design of promotional assets, media outreach and promotion on relevant platforms at national, regional and global level.</li> <li>• Secure a media partnership to support the dissemination of the docuseries at national, regional and global level.</li> <li>• Participate in official public launch event to promote the documentary</li> </ul>	0.5 month	UNDP Nigeria Communications Specialist

#### UNDP Responsibilities

UNDP Nigeria is commissioning this assignment as part of the UNDP Nigeria Country Office Communications Workplan, and will be responsible for the following activities:

- a. UNDP Nigeria will make arrangements for set visits for relevant officials (where possible) to assess the progress of the project.
- b. UNDP Nigeria will provide reasonable reviews of the docuseries script and storyboard and will provide relevant input while ensuring that the contractor has creative oversight.
- c. UNDP Nigeria will provide reasonable review of rough-cuts of the documentary series and provide input where relevant.
- d. UNDP Nigeria will orient the contractor on its corporate guidelines and provide relevant information with regards to the project.

Duration of the assignment (1<sup>st</sup> installation of the documentary):

The Project is expected to be implemented and completed within a period of 4 months and the proposed commencement date of the project is from the date of execution of the UNDP contract.

#### Qualifications and Experience

- At least 5 years of demonstrated practical experience in high-quality film production.
- Documented prior experience in creating full-length documentaries, including research, script writing and production.
- Strong research skills and prior knowledge and understanding of the local context and the political and historical role of women in development in Nigeria.
- The team should consist of a director, producer, cinematographer screenwriter, researcher, editor and other relevant roles to produce the docuseries.
- The team members should hold certificate and/or professional training in multi-media, documentary, photojournalism, video production or awards in the related field. Professional experience of not less than 4 years could be considered as a qualification.
- Fluency in English. Fluency in other local languages is an added advantage.

#### Payment Terms(s)/schedule

The Contractor must submit a financial proposal based on **daily rates in Nigerian Naira** for elements related to the outlined deliverables. Charges for travel, voice over, music, language interpretation etc. shall be factored in as per actuals at the prevailing market rate.

#### Payment Schedule

Payment schedule for this assignment will be remitted in accordance with the following schedule:

<b>Deliverable</b>	<b>% of total</b>
Phase 1: Initial Payment upon signing of contract to facilitate commencement of work	15%
Phase 2: (Pre-production) payment upon approval of scripts, story board and production timeline	50%
Phase 3: (Production) Payment upon completion of the first installation of the documentary (chapter one and two) and UNDP Nigeria approval and sign-off of all identified deliverables	20%
Phase 4: (Post production) Final payment upon completion and handing over of all production assets to UNDP for the first installation of the documentary (chapter one and two)	15%
<b>Total</b>	<b>100%</b>

#### Evaluation Criteria

Interested and qualified service providers are expected to submit both a Technical and

Financial Proposal. Accordingly, offers from the service providers will be evaluated based on the following:

- The offer being responsive/compliant/acceptable, and having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.
- Submissions will be reviewed and rated based on both technical and financial evaluations, providing a weight of 70% to the technical component and 30% to the financial component. Only contractor(s) achieving at least 70% from the technical evaluation shall be considered for financial evaluation.
- Offerors are required to clearly outline the proposed methodology and demonstrate rationale including timelines of each of the proposed activities in response to the brief provided
- Offerors are required to clearly indicate all third-party costs (such as radio, TV, social media, etc.) associated with the proposed methodology.

### Selecting the Best Offer

The respective weight of the technical and financial proposals are:

- Technical proposal weight is **70%**
- Financial proposal weight is **30%**

The proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal is the proposal that offers best value for money and will be selected for the contract.

### Logistics and Security

- All work will be undertaken within Nigeria.
- The contractor will use their own equipment, accessories and software that may be required for the task.
- The responsibility for the safety and security of the Contractor, its personnel and property, and project's property in the Contractor's custody, rests with the Contractor. The Contractor is expected to:
  - Put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the services are being provided;
  - Assume all risks and liabilities related to the Contractor's security, and the full implementation of the security plan.
- In ensuring risk mitigation, UNDP may reserve the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this contract. Notwithstanding the foregoing, the Contractor shall remain solely responsible for the security of its personnel and for the projects property in its custody.

### Intellectual Property Rights

- UNDP will be entitled to all intellectual property and other proprietary rights including all copyrights, trademarks and patents in respect of the processes, ideas, know-how, documents and other materials including the final version of the Documentary.

- The contractor can display and use final product as part of their portfolio to reference of work done with UNDP
- The UNDP has the right to use the content in perpetuity in web and on multimedia platforms for an unlimited period
- The UNDP has the right to transfer the campaign to third parties for their use such as donors, partners, government, other UN offices
- The selected firm will have the unconditional right to insert or have the appropriate third party insert its credits as the producer of the finished Documentary, with its name and web address printed on all versions of the Documentary to be circulated in any medium.

#### **Contractor Requirements**

- No part of the assignment or the final products may be transferred to a third party without the written sign off from the UN. All components produced for the campaign (footage, music, sound bites, etc. will be a property of the UN)
- The contractor will not put their own name or logo/emblem the campaign products. The only organization branding used in these materials should be the UNDP and relevant stakeholders when needed
- UNDP may choose to add the name or a logo of any other partner organization, including government as deemed fit
- The contractor must provide all material and products resulting from the campaign saved in a backup drive for storage by the UNDP.