

TERMS OF REFERENCE

Content production agencies to support the visibility and outreach of UNDP Nigeria programmes, events and priorities

(Roster Positions)

Location of assignments:	Nigeria (various States)
Type of Contract:	Company type content production agency (no individuals)
Duration of inclusion in the Roster:	12 months (twelve) year renewable based on need and performance

Background

The United Nations Development Programme (UNDP) partners with people at all levels of society to help build nations that can withstand crisis, and drive growth sustainably to improve the quality of life for everyone. On the ground over 170 countries and territories, UNDP offers global perspective and local insight to help empower lives and build resilient nations.

Strategic and impactful communications are essential to UNDP's work; it broadens the impact of policies, facilitates governance reforms and helps to build strong partnerships for resource mobilization and programme delivery. UNDP's communication efforts in Nigeria are aimed at strengthening the position of the organization as the thought leader in development and a partner of choice for the Government. This is done through the development and implementation of innovative communication strategies that set out clear goals and advocacy messages.

In 2022, the Communications and Partnership Unit is planning robust external engagement around four sustainable development themes of broad public interest:

- ◆ Peace and Security
- ◆ Inequality,
- ◆ Climate Change
- ◆ Social Cohesion

It is therefore critical that outreach activities support the advancement of these development priorities through effective communication activities including the production of engaging and informative content.

It is in this context that the UNDP Nigeria would like to procure the professional services of a content production company to lead on the development of various videography and photography content which will be used to promote and raise public awareness of UNDP Nigeria's programmes, events, priorities and results. The company will be engaged on an 'as needed' basis and will be expected to travel to various locations across Nigeria to produce a wide variety of content that will be disseminated on UNDP corporate social media channels, digital and print materials.

Scope of Work and Deliverables

Under the supervision of the Head of Communications and Partnerships Unit at the UNDP Nigeria Country Office, the company will be expected to travel to different locations where UNDP is organising events, carrying out project activities and other areas where content such as video and photographic materials can be developed to support UNDP's work in Nigeria. The company will be responsible for providing support in the following five areas:

1. High quality photos: Capture high resolution images with captions that highlight UNDP Nigeria's programmes, events, project activities, as well as beneficiaries of interventions and their communities.
2. High quality videos: Produce two minute highlight videos that promote and raise public awareness of UNDP Nigeria's programmes, events, priorities and results.
3. Live social media coverage : Capture and produce real-time coverage of UNDP Nigeria programmes, events and activities to be livestreamed as stories and videos for Twitter, Instagram and Facebook.
4. Social media reels: Produce one-minute promotional social media reels that promote and build public awareness around UNDP Nigeria's programmes, activities, priorities and events.
5. Social media promotions: Assist with the promotion of UNDP Nigeria's programmes, events, priorities and results social media content on Instagram, Twitter and Facebook.

Targeted audience

The content produced by the agency will be used on all public facing UNDP Nigeria official corporate accounts and products.

Establishment of the roster

Objectives:

The roster is set up

- ◆ To support the UNDP Nigeria Communications and Partnerships unit by producing engaging content to enhance the visibility and outreach of UNDP Nigeria programmes, events and priorities.
- ◆ To swiftly fill a specific assignment which will be issued under each solicitation.

Modality of use/ selection of the roster

Whenever a need arises, UNDP Nigeria communication unit shall, in consultation with other interested parties, prepare the terms of references.

At least five (5) rostered companies will be contacted by procurement in conformity to the priority ranking, suitability of assignment, availability and interest of the rostered firm(s).

UNDP Nigeria will share the Terms of References (TOR) of each assignment with the companies outlining the required services, outputs and timeline; and will request companies to provide a technical and financial proposal within a specific period.

Following reception of proposals, technical and financial evaluation will be undertaken according to

UNDP rules and procedures for Requests for Quotations.

Proposals will be evaluated by an ad hoc technical panel who will undertake the review of the received proposals (technical and financials), proceed to their respective ranking; following which it will recommended company for award for management's approval.

Notice of award will be communicated to the selected rostered company while unsuccessful ones will be notified of the outcome of the process.

UNDP Nigeria shall establish, maintain and update a reserve list of agencies based on priority ranking according to the criteria laid down in the present Terms of References.

Rostered agencies who decline the invitation to quote and/or who do not wish to be considered for a specific assignment shall remain on the reserve list unless they explicitly request withdrawal from it.

There is no minimum commitment on behalf of UNDP Nigeria.

Duration of inclusion in the roster

Candidate companies will remain on the roster for twelve months (12) renewable yearly upon confirmation from the rostered company. UNDP Nigeria reserves the right to extend the validity of the list of companies one or several times.

UNDP Nigeria reserves the right to readvertise the Expression of Interest for the purpose of including more companies if deemed necessary one or several times.

Duration of assignment

The estimated duration of required services ***will vary depending on each assignment*** as detailed in the Request for Quotation.

Qualifications of the Service Provider

Required Professional Skills and Experiences

- At least 3 years of demonstrated experience in content production, videography, photography and social media management or related fields (proof of experience and productions in form of a portfolio will be required).
- Ability and flexibility to work and review content on short notice.
- Willingness to travel across the country.
- Ownership or possession of a professional digital camera and drone is a MUST. Companies are responsible of the maintenance, replacement and upgrade of their equipment and software.

Language

- Fluency in written and spoken English.

Duty Station: Nigeria

- All work will be undertaken within Nigeria in different States as assigned.
- Companies should be prepared to report back to project focal person during the course of the assignment and provide progress report as required.
- Companies are expected to establish mechanisms that ensure that all content is reviewed and approved prior to dissemination.

- Assignments can take place at various locations countrywide, which will be noted in request for services. In case assignment requires a field trip to be undertaken, companies will be requested to provide estimate costs for travel within the price offer.

UNDP Responsibilities

UNDP will:

- Provide all details pertaining to the activity.
- Provide all the expected components.
- Provide feedback/support/guidance during development and production of the final products.
- Orient the companies on its corporate guidelines and provide relevant information with regards to the project.
- Ensure that the company is linked with all communication focal persons of relevant stakeholders including participating UN agencies and government ministries and agencies and support the coordination of the relationship for effective delivery.

Rostered candidates Responsibilities

- Companies will use their own equipment, accessories and any software that may be required/ necessary for undertaking the assignment.
- No part of the assignment or the final products may be transferred to a third party without the written sign off from UNDP. All components produced for the campaign (footage, music, sound bites, etc. will be a property of the UNDP).
- UNDP may choose to add the name or a logo of any other partner organization, including government as deemed fit.
- Companies must provide all material and products resulting from the campaign saved in a backup drive for storage by the UNDP.
- At any stage, in the course of undertaking the activities under each assignment, rostered candidates shall rigorously observe the UN SUPPLIER CODE OF CONDUCT. Respect of the culture must be strictly observed by all the employees of the company.

Contracting Arrangements and Proposed Modalities

Successful companies will be included into UNDP in Nigeria Roster for content production for a period of twelve months (12) renewable subject to a satisfactory performance evaluation

Please, note that interest expressed by a company does not imply any obligation on the part of UNDP Nigeria to include it in its roster.

Inclusion in the roster does not imply a minimum commitment from UNDP Nigeria.

Evaluation criteria (Merit point system)

Responses to EOI will be evaluated as set out below:

Stage 1: Received Expressions of Interest will be verified to ensure that they have been completed correctly and all administrative documents have been provided. EOI correctly completed with all relevant information being provided will proceed to Stage 2. Any responses not correctly completed or containing omissions may be rejected at this point. Where an EOI response is rejected at this point it will automatically be disqualified and will not be further evaluated.

Stage 2: The technical proposal will then be reviewed, through due diligence, to confirm that the potential rostered candidate firms meet all of the qualification criteria set out in the table below. Potential firms that meet the minimum technical score of 91 points will proceed to Stage 3. Potential candidates that do not meet the minimum threshold will be deemed non-responsive and may be excluded from the Procurement Process at this point. Where a potential candidate is excluded at this point, its submission will be rejected in full.

Information provided as part of the proposal may be verified as part of this stage.

Stage 3: Candidates succeeding in passing Stages 1 and 2 of the evaluation, will be notified and an introductory meeting shall be arranged with all candidates to introduce them to UNDP Nigeria and clarify the subsequent procurement processes.

Award Criteria – Responses from potential candidates will be assessed entirely using the following criteria and weightings:

The minimum technical score required to pass is 91 points

<i>Criterion</i>		<i>Score</i>
Company is established in Nigeria	=> Company established more than 5 years and has over 5 years experience in the field of content creation.	15
	=> Company established less than 5 years but more than 2 years experience in the field of content creation.	10
	=> Company established less than 2 years and has less than 2 years experience in the field of content creation.	5
Demonstrated experience producing high quality videos and photography for	=> 3 or more similar assignments with documented evidence, such as a link, to recent video and photography content for social media	25

<i>Criterion</i>		<i>Score</i>
social media content, including the use of drone and aerial imagery.	=> 2 similar assignments with documented evidence, such as a link, to recent video and photography content for social media	20
	=> 1 similar assignment with documented evidence, such as a link to recent video and photography content for social media	15
Demonstrated experience in producing live social media coverage for high level events, programmes or projects in Nigeria.	=> 3 or more similar assignments with documented evidence, such as link, to recent live social media coverage of high level event, programme or project in Nigeria	25
	=> 2 similar assignments with documented evidence such as link, to recent live social media coverage of high level event, programme or project in Nigeria	20
	=> 1 similar assignments with documented evidence, such as link, to recent live social media coverage of high level event, programme or project in Nigeria	15
Demonstrated experience developing short engaging video reels for social media in Nigeria.	=> 3 or more similar assignments with documented evidence, such as a link, to recent video reels for social media	25
	=> 2 or more similar assignments with documented evidence, such as a link, to recent video reels for social media	20
	=> 1 similar assignment with documented evidence, such as a link, to recent video reels for social media	15
Demonstrated experience in supporting with social media promotions for corporate organizations.	=> 3 or more similar assignments with documented evidence such as contracts, descriptive reports, or recommendations from reputable agencies.	25
	=> 2 similar assignments with documented evidence such as contracts, descriptive reports, and recommendations from reputable agencies.	20

<i>Criterion</i>		<i>Score</i>
	=> 1 similar assignment with documented evidence such as contracts, descriptive reports, and recommendations from reputable agencies.	15
Experience working in Nigeria across various States	Verifiable experience providing similar services for Nonprofit; including UN Agencies and NGOs; and for-profit clients.	15
	Verifiable experience providing similar services for Nonprofit; including UN Agencies and NGOs; and for-profit clients.	10
	Verifiable experience providing similar services for Nonprofit; including UN Agencies and NGOs; and for-profit clients.	05
Maximum obtainable points		115
<ul style="list-style-type: none"> Along with technical and financial evaluations, Offerors are required to provide a portfolio of work highlighting previous experience executing similar work. 		

Confidentiality

Companies shall not undertake (or permit to be undertaken) at any time, after being included in the Roster and formally notified for such, any publicity activity with any section of the media in relation to the Roster other than with the prior written consent of UNDP igeria (in relation to the form and content of the proposed publicity).

Copyright

- UNDP will hold copyright of all content produced under each assignment. Copyright will be attributed to UNDP Nigeria.
- Companies can display and use final product as part of their portfolio to reference of work done with UNDP.
- UNDP Nigeria holds the right to use the content in perpetuity in web and on multimedia platforms for an unlimited period.
- UNDP Nigeria holds the right to transfer the campaign to third parties for their use such as donors, partners, government, other UN offices and agencies.

Security

The responsibility for the safety and security of the Companies, its personnel and property, and project's property in the Companies's custody, rests with them. The Companies shall:

- 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 companie's security, and the full implementation

of the security plan.

- The project and the implementing agency 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 companies shall remain solely responsible for the security of its personnel and for the projects property in its custody.

Schedule of Payment

UNDP shall affect payments, by bank transfer to the firm's bank account, upon acceptance by UNDP of the deliverables specified in this Terms of Reference. Payments will be made upon submission of invoice and certification of the work completed.

- a) Payments are usually lumpsum payable at once or on milestone depending on the nature and requirements of each assignment
- b) Payments will be released within thirty (30) days from the date of meeting the following conditions: UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and Receipt of invoice from the Service Provider. Changes to the payment schedule and/or payment conditions are not allowed. If requested should be accompanied by a detailed justification.
- c) Advance payments amounts to 20% maximum of the contract/ PO and will only be released up submission of Advance Bank Guarantee (guarantees from insurances are not accepted)
- d) Payments for locally registered companies will be effected in Naira to the firms's designated commercial bank in Nigeria.

Eligibility

Companies must show their eligibility to participate in this process by providing copies of the following documents:

- Legal Certificate of Incorporation in Nigeria.
- Particulars of Directors and Shareholders or Partners.
- CAC 2 and CAC7
- Memorandum Of Association And Articles Of Association (MEMAT).
- Tax Identification Certification TCC for year 2022.
- Recommendation letters from three (3) reputable and notable organisations attesting to satisfactory performance in similar projects.
- Link to the previous portfolios (please refer to the evaluation criteria table).
- Audited statements for the last two years 2020 and 2021 (audited statements for year 2022 will be accepted as well)
- Evidence of ownership of various equipment (camera and drone) (copy of the invoice, purchase order or lease where applicable).

SUBMISSION OF PROPOSALS

- ◆ **Technical Proposal: Please submit the following documents:**

Company Profile of not more than 15 pages; with verifiable business address, valid email with telephone numbers and point of contact for the organization. The profile must detail your strengths, expertise, approach, and any information you believe relevant to this EOI.

Any additional documents or information you believe relevant.

Copy of all administrative documents stated under eligibility.

Documentary evidence (example links) establishing evidence of previous assignments.

Minimum three (3) verifiable statements of satisfactory performance from your top three (3) clients.

Full name, designation, contact numbers and email address from your top three (3) clients.

Note: Please ensure that you send your submission in good time to prevent issues with technology – late tender responses may be rejected by UNDP NIGERIA.