United Nations Development Programme

Terms of Reference

Audiovisual Production Services for the SDG Investor Map Mauritius

TITLE	**Audiovisual Production Services**
COUNTRY	Mauritius
REGION	Africa
DUTY STATION	Port-Louis
REPORTING TO	UNDP Communication Specialist and UNDP Senior Economist
CONTRACT TYPE	IC
DURATION	20 working days
EXPECTED STARTING DATE	03 August 2022
EXPECTED END DATE	03 September 2022

A. Background

The Economic Development Board (EDB) of Mauritius, in partnership with the United Nations Development Programme (UNDP), has prepared the SDG Investor Map-Mauritius as part of efforts to attract private capital to areas of high impact on sustainable development. The map is a market intelligence tool that showcases marketable Investment Opportunity Areas (IOAs) in the country, which are aligned with national priorities and SDG needs. The map will be uploaded on the global investor map platform (https://sdginvestorplatform.undp.org/) and will be utilized by private investors, domestic and foreign, to identify business opportunities and forge partnerships with public and private sector actors.

Ahead of the launch scheduled for September 2022, UNDP is initiating the production of a 5-minute corporate video to provide insights into the map, showcasing the strategic investment opportunities Mauritius has to offer. The video, can be a mix of footages and 2D motion graphics including voice over, on-screen texts and music; or a 100% animated video with 2D motion graphics, voice-over in English, on-screen text and sound. An audiovisual production service provider, hereinafter consultants, is thus requested to undertake the preproduction, production and post-production of this corporate video with the editorial support of the UNDP Socio-Economic Development Unit and Communication Team. The consultants are invited to propose the best technical option in their methodology. The validated video (in English) will be published on the EDB and UNDP Websites and other social media platforms.

Sectors to be illustrated in the video :

- Solar PV Farms
- Roof Mounted Solar PV Installations
- Biomass Energy Production
- Solid Waste Management
- E-waste Collection, Sorting and Upcycling
- Decentralized Water Treatment and Supply Systems
- Climate Resilient and Energy Efficient Social Housing
- Eco-Tourism Developments and Value Chains
- Integrated Tertiary Education Centers for STEM Disciplines
- Skill Development Centers for Industry-Specific Trainings
- Pharmaceutical Production
- Medical Devices Production
- Medical Tourism Services
- Biofertilizer Production
- Sustainable Aquaculture Farms
- Seafood Processing
- Cold Chain Infrastructure

Some references for the video:

- https://www.youtube.com/watch?v=OvKWEbtBX4I&t

- https://sdginvestorplatform.undp.org/news/investing-purpose-view-nigeria

- https:// www.youtube.com/watch?v=Tu7I2hAeg2U

- https://www.youtube.com/watch?v=w_2_4mCKpIQ

B. Scope of Work

Duties and Responsibilities

- Provision of a workplan detailing the various steps of the production,
- Provision of timeline and script for the video,
- Video shooting and Sound Recording as per script,
- Creation of Motion Graphics and integration of visual illustrations as per script,
- Post-production (editing, placement of sound and visual elements, mixing, etc.)

- Within the scope of the assignment, the consultant is expected to:

  - Ensure adherence to the laws of the Government of Mauritius.
  - Comply with UNDP guidelines on videography to protect the agency's image and avoidance of litigation.
  - Where necessary, seek consent of the individuals, institutions, organizations, and leaders, before taking their videos in given scenes.
  - Share all the original videos taken either in soft copy or on a hard drive that will be provided.

C. Institutional Arrangement

With overall reporting to the head of the UNDP Communications Team, the consultant will also work with in consultation with the Investor Map team under the Socio-Economic Development Unit, and representatives from the Economic Development Board. UNDP will support the consultant in the following:

- Provide an introduction letter for the firm before embarking in the assignment, if necessary.
- Guide the consultant on the overall direction of the assignment.
- Support and assist to gain access to relevant stakeholders for consultations to the extent possible as may be required.
- Access to all reports and data relevant to the assignment.

Expected Outputs and Deliverables

- The Consultant will be responsible for the following tasks and deliverables:

  - All footage or photos shot for this production shall be delivered separately on an external drive in high resolution format.
  - An approved high quality 5-minute promotional video with formats compatible with traditional and social media : 1920x1080p, 25 Mbps.
  - The contractor will use his/her personal ICT and audio-visual equipment

Quality Specifications

All work product will adhere to the following specific requirements for the videos:

- Footage or photos should be properly framed, shot in good light and sound conditions.
- Embedded text in the videos should be in Proxima Nova and Lora bold font.
- Final work (in MP4 or MOV) to be submitted via online storage, such as WeTransfer.

Action Plan and Operating Procedure

- The consultant will validate its workplan and methodology with the UNDP Communications Team and respective programme/project teams before the works start.

- The outputs and deliverables will be determined by a dedicated planning sheet provided by the UNDP.

- Following the meeting with the UNDP, the consultant will submit a workplan detailing the schedule of site visits and the shoot list for vetting. Where required, UNDP will liaise with relevant institutions to grant access to sites earmarked for photo/video shooting (including drone shooting).

D. Requirements and Qualifications

- Demonstrated qualifications and extensive experience in audiovisual production, including videography (camerawork, sound recording and design, creation of motion graphics and video editing).

- Possession of high-end audiovisual equipment

- Experience in communication for development/ human interest photography is an advantage.

Notes

The applicant must be aware of UNDP's General Condition of Contract. The consultant must observe Minimum Operational Security Standards (MOSS) as communicated by the United Nations for the location(s) visited. UNDP cannot provide insurance for any damage to the consultant's equipment or personal injury experienced during this assignment.

By accepting the consultancy, the consultant guarantees having necessary authorizations for the use of drone photo and videos.

No consultant(s) should incur expenses without express authorization from UNDP. UNDP will not be responsible for penalties and charges incurred without authorization.

E. Intellectual Property

Copyrights

All information pertaining to projects (documentary, digital, cyber, project documents, etc.) belonging to UNDP, which the consultant may come into contact with in the performance of his/her duties under this assignment, shall remain the property of UNDP, who retains exclusive rights over their use.

Except for the purpose of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of UNDP in line with the national and international Copyright Laws applicable.

UNDP Terms of use

- Unlimited use of videos, footage and infographics supplied
- Unlimited storage of the videos and footage by UNDP
- Rights to transfer the videos and footage to third parties, for their editorial use only.

Consultant(s) Rights

- Retain copies of the video and footage to showcase their personal professional work (for example, in their portfolio)

- Assert their moral right to be identified as the author of the photographs/videos and footage.

Equipment

All videography, recording and IT equipment, and any other supplies required for gathering materials, should be provided by the consultant.

F. Scope of Price Proposal and Schedule of Payments

- The financial offer should be quoted as a lump sum amount, all-inclusive (professional fee, technical assistance, insurance).
- The contract price is fixed regardless of changes in the cost components. Payments will be done based on deliverables as per section I below.

G. Recommended Presentation of Proposal and Criteria of Evaluation

Interested parties must submit the following documentation:

a) Duly completed **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;

b) **Technical offer:** A methodology on how you will approach and complete the assignment and submit a portfolio of high-quality videos by providing internet links to relevant work published online or uploading portfolio on DropBox or other remotely accessible storage and a link to an available web page of accredited works; and

c) **Personel CVs and references.** All the team members should have a proven experience in similar projects. The applicant shall send a detailed CV of the team members that will be involved in the proposed project including academic qualification, training, and work experiences. A t least three (3) professional references are also required;

d) **Financial Proposal** based on their professional rate on daily basis. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee (including daily rate).

H. Deliverable Schedule

The selected consultant shall be remunerated in accordance with the following time schedule and deliverables.

SN	Activity	Tentative	Fee(%)	Means of verification
1)	Submission of assignment workplan including different production steps and specific	T+2	20%	Approved assignment Workplan
2)	Delivery of all photos, footage, sound elements in properly labelled folders on a hard-drive	T+15	30%	Approved portfolio on hard storage
3)	Delivery of final video including mixed footage, sound, infographics and on-screen text	T+20	50%	Approved portfolio on hard storage
Total			**100%**	

I. Criteria for Selection of Best Offer

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

The award of the contract will be made to the candidate whose offer has been evaluated using the "Combined Scoring Method" whereby the selection will be based on a Combined Scoring Method where the technical proposal will be 70 percent and combined with the price offer which will be weighted 30 percent.

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

a) Responsive/compliant/acceptable technical proposal, and

b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation

Technical evaluation criteria:

Criteria	Max. Point
Educational Experience of the consultant/team - Minimum Bachelor Degree in a relevant field is required - Professional training in audiovisual production is an added advantage - Experience in communication for development is an advantage	30
Demonstrated experience of the consultant/team - Demonstrated experience in audiovisual services, including videography, - and an advanced knowledge of Video Editing and Motion Graphic creation software is required. - Experience in similar assessments is an advantage	40
Portfolio Assessment - Strong video, editing and communication capabilities	30
TOTAL max.	**100**

Candidates scoring a minimum of 70% of the maximum marks on the above criteria will be considered for the financial evaluation.

The offers will be evaluated under the Best Value for Money principles, which consists of the selection of the offer that best meets the end-user's needs and that presents the best return on investment. Fairness, Integrity and Transparency will be observed to ensure that the competitive processes are fair, open, and rules-based.

The final scoring of short-listed candidates will take into account the technical score and the financial score:

Criteria	Weight	Max. Point
• Technical score	70%	70
• Financial score	30%	30

The highestranking highest consultant will be selected.

J. Approval

Prepared by:

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