

Institutional/Corporate Contract

Terms of Reference (TOR)

Summary:

Title	Communications Company to document progress of the Joint Programme “ <i>Universal Adaptive Social Protection to Enhance Resilience and Accelerate the SDGs in the Eastern Caribbean</i> ” in Barbados, Saint Lucia and the OECS under the Joint SDG Fund
Purpose	Documenting the Progress of the Joint Programme on Social Protection (Joint SDG Fund) through Videography and Photography
Location	Saint Lucia (home-based)
Duration	November 2020 – March 2021, part-time (40 days)
Start Date	November 2020
Reporting to	Communication Specialist, UNICEF Office for the Eastern Caribbean Area

Background:

The Joint Programme “*Universal Adaptive Social Protection to Enhance Resilience and Accelerate the SDGs in the Eastern Caribbean*” is the first UN joint initiative to be implemented in the Eastern Caribbean by the Joint SDG Fund to accelerate the implementation of the Sustainable Development Goals (SDGs). Through UN inter-agency collaboration, the Joint Programme will strengthen social protection systems in Saint Lucia, Barbados, and the wider Organization of Eastern Caribbean States (OECS) through the OECS Commission. From January 2020 to January 2022, this will be achieved by providing support and evidence for integrated service delivery, policies and legislation, improved management and operational tools, innovative financing strategies and helping design community-based adaptive and shock-responsive services within existing national programmes. Through a multi-country approach, the Joint Programme is expected to enable partner governments and the wider OECS to accelerate progress towards the implementation of SDGs in support of national commitments and reflective of the significant vulnerabilities of SIDS to external shocks, including climate-related events and impacts.

In Saint Lucia, the Joint Programme, in partnership with the government, key institutions and community-based organizations, will embark on several initiatives in the area of social protection. In response to the social and economic fallout of COVID-19, the Ministry of Equity, Social Justice, Local Government and Empowerment is coordinating with several UN agencies in planning and implementing the expansion of Saint Lucia’s social assistance programmes to provide needed support to those households and families most impacted. Documentation of these initiatives, particularly through multi-media content, is an important part of the Joint Programme’s Advocacy and Communications strategy, as videos and storytelling can be strong agents for social change.

Specific Tasks:

Under the Joint Programme and in support of its Programme Coordinating Unit, this consultancy aims to provide videography, photography and editing for the purpose of capturing and documenting the work and impact of the Joint Programme, its participating agencies and partners in Saint Lucia, in line with the Programme's Communication and Advocacy Strategy.

The communications company will be required to:

1. Conduct interviews with key stakeholders in St. Lucia providing the basis for the production of video material and photography on the Joint Programme;
2. Provide high quality photographs of activities and key events to be used in reports, online articles and public relations materials;
3. Provide video coverage of various implementation activities of the Joint Programme in Saint Lucia and the OECS for impact story videos. Fresh footage and additional b rolls are required;
4. Record and edit narration/voice over for the videos as needed;
5. Manage the full production process including: concept creation, script writing in close consultation with the Communication consultant, photography, videography, editing, audio balancing, sub-titling, format exportation, archiving raw and edited work etc. and prove that music used in the video is properly licensed.

Expected Deliverables:

The total contract period for the consultancy will be 40 payable working days from November 2020 to March 2021. Within this timeframe, the following deliverables are to be completed as per the tentative timetable below:

Table 2: Tentative Timeframe and deliverables ¹

Deliverable	Number of Days
4 videos (3 minutes each) on achievements, impacts and lessons learnt submitted in multiple formats	30 days
Photography services provided for up to 6 activities/events (potentially virtual)	6 days
Selection of 20 best photographs (per event) with captions	2 days
Variety of b-roll and selection of best shots	2 days

Reporting:

The contract will be supervised by the UNICEF Communication Specialist in close consultation with the Social Policy Specialist, Joint SDG Fund communication consultant and WFP Communications Focal Point. The

¹ Footage submitted for videos must be of the highest quality (optimal standards are HD 1080).

activities undertaken and the produced deliverables will be shared with and discussed by the Joint Programme's technical team, Communications Group and the Resident Coordinator's Office.

At least monthly video calls will be held as required as well as remote coordination with the SDG Fund Coordination Team, in particular the Joint SDG Fund communication and coordination consultants, UNICEF and WFP as co-leading agencies, to ensure delivery of quality products. The communications company should be based in Saint Lucia and is expected to use their own equipment and software.

Expected background and Experience:

At a minimum, the communications company should possess and demonstrate the combined skills sets and experience detailed below:

- Proven business experience of at least 5 years in photography, videography and video editing;
- Demonstrated experience in conception, interviews, narration, production and editing of videos and impact stories;
- Excellent communication skills in English required;
- Ability to work independently and respond to feedback in a timely and professional manner;
- Excellent organizational skills, attention to detail, and ability to contribute to a teamwork process;
- Experience covering social, humanitarian and development subjects would be an asset.
- Must be a registered to conduct business and provide copy of business incorporation.

Evaluation Criteria:

The technical evaluation will be considered in accordance with the following information:

Technical Proposal: 70 points

1) Overall Response (10 points):

- a) Understanding of, and responsiveness to UNICEF requirements;
- b) Understanding of scope, objectives and completeness of response;
- c) Overall concord between UNICEF requirements and the proposal.

2) Company and key personnel (20 points):

- a) Team leader: Relevant experience, qualifications, and position with firm;
- b) Team members - Relevant experience, skills and competencies;
- c) Organization of the team and roles and responsibilities;
- d) Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments;
- e) Financial status.

3) Proposed Methodology, Approach and System (40 points):

- a) Quality of the proposed approach and methodology;
- b) Quality of proposed implementation plan, i.e how the bidder will undertake each task, and time-schedules;
- c) Risk assessment - recognition of the risks/peripheral problems and methods to prevent and manage risks/peripheral problems.

Note: The Financial Proposals will be opened only to the companies considered technically approved (range between 49 to 70 points).

Financial Proposal (30 points)

The Financial Proposal will be opened and tabulated within the Technical Proposal and the final range will be provided.

Payment Schedule:

Payments will be executed upon approval of the submitted and completed deliverables in the agreed work plan and submission of products of agreed quality, on the agreed monthly rate, by UNICEF. An invoice and proof of satisfactory completion of the respective agreed deliverables must also be submitted. As per UNICEF DFAM policy, payment is made against approved deliverables. No advance payment is allowed unless in exceptional circumstances against bank guarantee, subject to a maximum of 30 per cent of the total contract value in cases where advance purchases, for example for supplies or travel, may be necessary.

Recourse:

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines. Performance indicators against which the satisfactory conclusion of this contract will be assessed include: timeliness/quality of submission and responsiveness to UNICEF and counterpart feedback.

Property Rights:

UNICEF shall hold all property rights, such as copyright, patents and registered trademarks, on matter directly related to, or derived from, the work carried out through this contract with UNICEF.

How To Apply:

Prospective companies should apply to ecaprocurments@unicef.org with the application subject line heading **“Communications for Joint SDG Fund Programme on Social Protection”** no later than **Friday 30th October 2020 at 12:00 midnight Eastern Standard Time**. The application package should include the following:

- a. A cover letter (no more than 2 pages);
- b. Sample of work; and
- c. Detailed budget stipulating all-inclusive fees^[2].
- d. Certified copy of registration/incorporation document