

REQUEST FOR PROPOSAL

Long Term Agreement for Video Production
Services

Reference No.: RFP/ESA30/2020/00908

TERMS OF REFERENCE (ToR) FOR VIDEO PRODUCTION SERVICES

Background

UN Women, the United Nations entity for gender equality and the empowerment of women is committed to ensuring equality between women and men as partners and beneficiaries of humanitarian action. To this end, information disseminated through videos can be powerful in conveying information about our efforts to a broad audience and undertaking advocacy and mobilization in support of gender equality and women's empowerment and rights.

The objective of video production will help in conveying the desired information from East and Southern Africa Region in order to achieve the organization's public advocacy goals.

Objective

UN Women is seeking qualified companies to provide high-quality video production that will assist UN Women East and Southern Africa Regional Office (ESARO) advocacy efforts. The produced videos will be shared with UN Women' donors, partners and the global audience. The selected video production company shall work in close coordination with the UN Women ESARO Communication's team.

The purpose of this Request for Proposal (RFP) is to enter into a non-exclusive Long Term Agreements (LTA) with a successful bidder and select one or more (up to a maximum of three) suitable contractor(s) for an initial two years period, with a potential extension of 2 additional years subject to satisfactory performance and a re-evaluation of the need of video production services to UN Women East and Southern Africa Regional Office. UN Women current annual volume for this type of services is approximately USD up to 250,000 per year. UN WOMEN intends to award multiple LTAs to provide these services.

Each assignment under the LTA will be guided by specific Terms of Reference clearly stipulating the nature and scope of works, detailed list of specific deliverables/output. The successful bidders holding LTA contracts will be requested to provide availability at the time of the request and quote, based on agreed rates, the total cost for the deliverables and timeframe for delivery. UN Women will select the best offers among LTA contract holders available.

UN Women may request travel of a contractor's representative to one of the Country Offices, for consultations on particular job assignments. In this case, the contractor will need to arrange for the travel and UN Women will reimburse travel expenses with a maximum amount of UN Daily Subsistence Allowance (DSA) for that Duty station/location at the time of travel plus the cost of a round ticket in the cheapest most direct route in economy class purchased at least 10 working days in advance of the travel.

Reporting requirements for each assignment under the LTA shall clearly indicate details about all materials that need to be provided to UN Women, either as progress reports or final outcomes. UN Women will at the time of contracting establish a focal point, who will be the main liaison of the contractual partner with the organization for management and oversight of the LTA.

Purchase orders may be placed by other units within the organization against the LTA and directly engage with the contractor for the specific deliverables.

Bidders are therefore requested to propose the best and most cost-effective solution to meet UN Women requirements, while ensuring a high level of service.

For more information about UN Women ESARO please consult our website <http://africa.unwomen.org>

1. QUALIFICATIONS

Bidders must fulfil the following minimum requirements. Failure to provide the required information will result in the disqualification of the bidder from the tender evaluation process.

1.1. Minimum requirements

- Bidder must have registered company to conduct business and provide copy of business incorporation/legal registration certificate.
- Authorization to work in Kenya
- Minimum 5 years of relevant experience in editing broadcast quality video and audio
- Minimum 5 years of relevant experience in video editing with final Cut Pro X and/or Adobe Premiere
- Minimum 3 years of relevant experience in different video formats and video file for social media platforms such as Facebook, Twitter, etc., advertising and marketing creative design.
- Minimum 3 years of relevant experience with international development organizations
- The contractor will be responsible for providing appropriate staffing for the efficient completion of the services
- Companies should indicate a senior portfolio manager assigned for this contract and provide her/his CV
- Must submit at least 3 letters of reference attesting client satisfaction
- Provide links of 3 videos produced for past projects

1.2. Previous experience

- 1.2.1 The provider shall be a company operating in the field of video production with proven expertise in the creative process of editing/producing various video product as needed for UN Women.
- 1.2.2 Demonstrated relevant experience of at least 5 (five) years in video production
- 1.2.3 Relevant experience of at least 3 video production projects with international organization
- 1.2.4 Relevant experience of at least 1 video production project with a UN agency

1.3 Skills and Competencies

Demonstrated competencies in:

- Editing broadcast quality video and audio: HD 1920x1080 or better.
- Final Cut Pro X and/or Adobe Premiere editing.
- Apple Motion or Adobe After Effects.
- Different video formats and video file conversions.
- Converting of video files from and to multiple formats.
- Online video publishing and file transfer skills.
- Sound mixing and mastering skills.
- Previous work with international organizations is an advantage.

1.4 Logistic capacity

- The successful bidder(s) is expected to work off-site yet must be available for in-person consultations/meetings with staff commissioning team/division UN Women, throughout the completion of the work outlined in section
- The successful bidder will need to acquire its own licenses and multimedia hardware for the design work. UN Women will not provide licenses or hardware.
- Bidders should provide UN Women with video production files that are 100% compatible with this adobe. Provision of files of different formats will be unacceptable (e.g. Macintosh-only fonts are not acceptable)
- UN Women will provide the successful bidder(s) with files compatible with the above-mentioned packages.

1.5 Staffing

- UN Women is looking for a bidder with dedicated team. The bidder is required to provide in their offer a list of the Staff (together with their CVs) that will be responsible for the execution assignments under this contract.
- Staff with proven experience of at least 5 years- in video editing/production services
- UN Women's standard languages are English, French, Spanish, Arabic and Chinese and Russian. For this assignment the bidder should be able to provide services in English language.
- The Bidder will be responsible to provide transcription from other languages to English. UN Women can provide support to facilitate the transcription from local languages to English.
- The team composition is expected to have, at minimum, one Project Manager/Art Director and at least 3 assistants with 2-3 years expertise in videography, animation and video/animation editing to support the requested video production assignment(s). The lead Project Manager/Art Director must have a strong research and gender expertise in the field of gender equality and human rights.

2. MAIN TASKS AND RESPONSIBILITIES

The Bidder will work closely with UN Women Eastern and Southern Africa Regional Office (ESARO) to provide video and multimedia production services.

The successful bidder(s) will be required to perform a variety of video production related services. These will include, but not limited to, the following:

1. Plan and execute footage collection /coverage activities
2. Develop scripts incorporating interviews, new footage, background footage, logos/graphics/job titles, and background music;
3. Based on the script, produce a first draft
4. Make up to two rounds of suggested changes to produce finished products
5. Deliver short and longer videos (2 to 7 minutes)
6. Use high quality multimedia equipment and software
7. Providing two (2) video files of the final version in full resolution HD and converted to H264 for web.

3. DELIVERABLES

- ❖ Video Formats for both videos, 1920 x 1080 px, 30fps Uncompressed and 3840x2160 px, 30fps MP4
- ❖ 1 corporate video – 2 versions: 1 short version (2 minutes 30 seconds) 1 long version 5 minutes
- ❖ 1 video corporate video - 2 versions: 1 short version (2 minutes 30 seconds) 1 long version 5 minutes on Second Chance Education
- ❖ 100 Teaser videos – 60 seconds:
- ❖ 1 motion video – 2 minutes 30 seconds –UNW **ESAR in 60s** Flyer
- ❖ 1 motion video – 2 minutes 30 seconds – photo + text -
- ❖ 1 corporate video – 5 minutes – postproduction (VO, edition, text) –
- ❖ 4 videos – 2 minutes 30 seconds photo + text + footage for donors' visibility
- ❖ 4 motion videos - 2 minutes 30 seconds – photo + text + infographics - 16Days campaign
- ❖ 1 corporate video UN Women Best initiatives – 2 versions: 1 short version (3 minutes) 1 long version 5 minutes.
- ❖ 1 motion video - 2 minutes 30 seconds – photo + text + VO

4. EVALUATION AND QUALIFICATION CRITERIA

Bidders must fulfil the following minimum qualification requirements. Failure to provide required information/documents will result in the disqualification of the bidder from the tender evaluation process.

Minimum Requirements

- Authorization to work in Kenya
- Legal Registration in Kenya
- Minimum 5 years of relevant experience in editing broadcast quality video and audio
- Minimum 5 years of relevant experience in video editing with final Cut Pro X and/or Adobe Premiere
- Minimum 3 years of relevant experience in different video formats and video file for social media platforms such as Facebook, Twitter, etc., advertising and marketing creative design.
- Minimum 3 years of relevant experience with international development organizations
- Bidder must have registered company to conduct business and provide copy of business incorporation/registration certificate.
- The contractor will be responsible for providing appropriate staffing for the efficient completion of the services
- Companies should indicate a senior portfolio manager and all technical staff working on the projects assigned for this contract and provide her/his CV
- Must submit at least 3 letters of reference attesting client satisfaction
- Provide links of 3 videos produced for past projects

A. Project Manager/Art Director

- The Project Manager is responsible for the conceptualization of videos and/or animations. He/she will brainstorm and provide creative and innovative direction that is aligned with UN WOMEN guidelines and requirements, including the following of story boards.
- He/she will serve as the main focal point for UN WOMEN
- He/she will have at least five years of experience in the field of video and/or animation production with a proven record of pushing the boundaries of such products by staying abreast of industry trends and providing creative and innovative solutions
- He/she shall have acquired a degree or equivalent qualification in a leading film/animation school/university/programme.

B. Qualification of the team member(s):

The team supporting/working with the Project Manager/Art Director should comprise of either or both of the following experts;

Videographer

- The Videographer will be an expert in commonly used video production equipment and editing tools
- He/she will have a high level of creative and clear understanding of modern filming techniques
- He/she will have at least five years of experience in the field of video production and be able to demonstrate a successful track record of high-quality film work
- He/she shall have acquired a degree or equivalent qualification in a leading film production school/university or have equivalent experience.

Animator

- The Animator will be an expert in commonly used animation production and editing tools
- He/she will have a high level of creative and clear understanding of modern animation techniques, including work in different media
- He/she will have at least five years of experience in the animation and be able to demonstrate a successful track record of high-quality work
- He/she shall have acquired a degree or equivalent qualification in a leading animation school/university or have equivalent experience.

Video/Animation Editor

- The Video/Animation editor will be familiar with commonly used video editing software, equipment etc.
- He/she will have a technical background in adjusting films/animations to fit into a wide array of digital media (including social media)
- He/she will have at two-five years of experience in the field and be able to demonstrate a successful track record of service provision.
- He/she shall have acquired a degree or equivalent qualification in a leading school/university or have equivalent experience.

EVALUATION CRITERIA

Criteria 1. Expertise and Capability of Proposer (Expertise of organization submitting proposal)		Points obtainable
1.1	General Organizational architecture and capability which is likely to affect performance (i.e. size of the organization, strength of management support) including legal registration certificate(s)	30
1.2	Adverse judgments or awards: <ul style="list-style-type: none"> The proposer is in sound financial condition based on the financial documentation and information furnished in their proposal which should not show any financial concerns, such as negative net worth, bankruptcy proceedings, insolvency, receivership, major litigation, liens, judgments or bad credit or payment history. The proposer has not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future. 	20
1.3	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect delivery, but properly done it offers a chance to access specialized skills.)	10
1.5	Quality assurance procedures, warranty	20
1.6	Relevance of: <ul style="list-style-type: none"> Legally registered with proof of registration in Kenya and authorization to work in Kenya Minimum 5 years of relevant experience in editing broadcast quality video and audio Minimum 5 years of relevant experience in video editing with final Cut Pro X and/or Adobe Premiere Minimum 3 years of relevant experience in different video formats and video file for social media platforms such as Facebook, Twitter, etc., advertising and marketing creative design. Minimum 3 years of relevant experience with international development organizations Must submit at least 3 letters of reference attesting client satisfaction Links of 3 videos produced for past projects 	100
Total Points for Criteria 1. Expertise and Capability of Proposer		180 Points
Criteria 2. Proposed Work Plan and Approach (Proposed methodology)		Points obtainable
2.1	Analysis Approach, Methodology- including Proposer's understanding of UN Women's work, adherence to procurement principles and TOR.	260
2.2	Management Services – Timeline and deliverables.	40
Total Points for Criteria 2. Proposed Work Plan and Approach		300 Points

Criteria 3. Resource Plan, Key Personnel (Qualification and competencies of proposed personnel)		Points obtainable
3.1	<p>Companies should indicate a senior portfolio manager and all technical staff working on the projects assigned for this contract and provide her/his CV</p> <p>A. Project Manager/Art Director</p> <ul style="list-style-type: none"> • The Project Manager is responsible for the conceptualization of videos and/or animations. He/she will brainstorm and provide creative and innovative direction that is aligned with UN WOMEN guidelines and requirements, including the following of story boards. • He/she will serve as the main focal point for UN WOMEN • He/she will have at least 5 years of experience in the field of video and/or animation production with a proven record of pushing the boundaries of such products by staying abreast of industry trends and providing creative and innovative solutions • He/she shall have acquired a degree or equivalent qualification in a leading film/animation school/university/programme. 	100
	<p>Curriculum vitae of the proposed team that will be involved either full or part time</p> <p>B. Qualification of the team member(s): The team supporting/working with the Project Manager/Art Director should comprise of either or both of the following experts;</p> <p>Videographer</p> <ul style="list-style-type: none"> • The Videographer will be an expert in commonly used video production equipment and editing tools • He/she will have a high level of creative and clear understanding of modern filming techniques • He/she will have at least 3 years of experience in the field of video production and be able to demonstrate a successful track record of high-quality film work • He/she shall have acquired a degree or equivalent qualification in a leading film production school/university or have equivalent experience. <p>Animator</p> <ul style="list-style-type: none"> • The Animator will be an expert in commonly used animation production and editing tools • He/she will have a high level of creative and clear understanding of modern animation techniques, including work in different media • He/she will have at least 3 years of experience in the animation and be able to demonstrate a successful track record of high-quality work • He/she shall have acquired a degree or equivalent qualification in a leading animation school/university or have equivalent experience. <p>Video/Animation Editor</p>	120

<ul style="list-style-type: none"> • The Video/Animation editor will be familiar with commonly used video editing software, equipment etc. • He/she will have a technical background in adjusting films/animations to fit into a wide array of digital media (including social media) • He/she will have at two-3 years of experience in the field and be able to demonstrate a successful track record of service provision. • He/she shall have acquired a degree or equivalent qualification in a leading school/university or have equivalent experience. 	
Total Points for Criteria 3. Resource Plan, Key Personnel	220 Points
70% of 700 points = 490 points Required to Pass Technical Evaluation	700 Points

A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of 70% of the obtainable score of 700 points for the technical proposal.

FINANCIAL PROPOSAL FORMAT

Item No.	Description	Cost in KES
01	Video Formats for both videos, 1920 x 1080 px, 30fps Uncompressed and 3840x2160 px, 30fps MP4	
02	1 corporate video - 1 short version (2 minutes, 30 seconds)	
03	1 corporate video - long version (5 minutes)	
04	100 Teaser videos – 60 seconds	
05	1 motion video - 2 minutes, 30 seconds	
06	1 motion video - 2 minutes, 30 seconds – photo + text	
07	1 corporate video – 5 minutes – post-production (Voice Over, edition, text)	
08	4 videos – 2 minutes, 30 seconds photo + text + footage for donors’ visibility	
09	4 motion videos - 2 minutes, 30 seconds – photo + text + infographics - 16Days campaign	
10	1 corporate video UN Women Best initiatives – 1 short version (3 minutes)	
11	1 corporate video UN Women Best initiatives – 2 versions: 1 long version (5 minutes)	
12	1 motion video 2 minutes, 30 seconds – photo + text + VO – UNSGR 1325	