**TERMS OF REFERENCE FOR A COMPANY**

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| **TERMS OF REFERENCE (to be completed by Hiring Office)** |
| Hiring Office: | United Nations Population Fund (UNFPA), Sierra Leone |
| Purpose of procurement of services: | The purpose is to procure the services of a film and photography company to support the UNFPA country office in the development of videos and photography products.  |
| Scope of work:*(Description of services, activities, or outputs)* | **Background**UNFPA works in more than 150 countries and territories that are home to the vast majority of the world’s people.  Its mission: to ensure that every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled. In Sierra Leone, UNFPA is committed to reducing maternal mortality, unmet need for family planning, and violence against women and girls and other harmful practices in the country.UNFPA Sierra Leone uses communication and advocacy strategies to increase the standing and awareness of its work with partners, donors, the media and the public**.** UNFPA produces promotional materials, publications, stories and video documentaries featuring its work and impact in the country. The materials are regularly distributed to various audiences, including partners in the Government, donor communities, non-governmental organizations, civil society groups, educational institutions and the Sierra Leonean public.As such, the country office needs to ensure visibility of donor support, which contributed to achieving the activities, are showcased and key results promoted. Such key results can be highlighted through the development of videos/documentaries and photography which can be disseminated to key stakeholders.**Objective of the Assignment**UNFPA is seeking the services of a film and photography company to develop a number of videos that provide visibility and increase awareness of UNFPA programmes and services. Firstly, International Day of the Youth will be celebrated on 12 August 2018 with a theme entitled: “Safe Spaces”. To mark the observance, UNFPA Sierra Leone would like to develop a video highlighting a number of our model Safe Spaces located in various districts. Secondly, UNFPA, with generous funds from the UK government though the Saving Lives Programme, and funds from JICA and Government of Japan, has rehabilitated and constructed a number of health facilities across the country. Most of the health facilities will be completed and the country office would like to develop a short video covering the completed facilities and ensure emphasis is placed on how the new health facilities will contribute towards reducing maternal mortalities and ultimately contribute to strengthening the health system in the country.Lastly, a number of successful activities have been achieved with funding from UK aid through the Saving Lives Programme in 2017. A video to highlight the key activities is required and shared with the donors for promotional and wider visibility purposes.All the videos will be used for wider dissemination for the public through social media channels, websites and shared with donors, regional office and headquarters.The videos/ footage should be usable for various audiences.**Scope of work**Develop four 5- 10 minute videos (minimum HD-720p) covering UNFPA Safe Spaces UNFPA/UK aid supported newly constructed/rehabilitated health facilities, UNFPA/JICA/Government of Japan supported constructed/rehabilitated health facilities, Successful activities funded by the Saving Lives Programme in 2017 Taking into account UNFPA branding guidelines, and branding requirements of other donors/partners, as needed;Develop a proposed production schedule;The video production must be guided by a script that will describe the flow of topics, people to interview and accompanying footages. The script will be developed by film company (winning bidder) and discussed and agreed with the communications specialist and the programme officers for the respective projects;Develop scripts for each video and conduct interviews with health practitioners, government officials, UNFPA staff, implementing partners, clients and other key stakeholders;Provide subtitles in English in the videos where necessary, especially if interviews are undertaken in Krio/Mende/Temne or any other local language;Creative combinations of interviews, footages, format and the use of graphs, graphic, animation and key facts in documenting the subject matters is highly appreciated;Advise UNFPA Sierra Leone staff on best design options (for the given content), and propose multiple versions for their consideration;Incorporate comments and changes from UNFPA Sierra Leone staff;Ensure effective and efficient provision of services, full confidentiality in all aspects of the assignment, management of information flow and follow-up on deadlines and commitments made;Ensure dignity of subjects, particularly in the context of children and vulnerable groups, including people living with or affected by HIV;Ensure consent forms are signed as per UNFPA guidelines;Ensure all footage should be cutting edge and meet latest, competing technical standard;Liaise closely with Communication Specialist on final cuts;Ensure that the final output(s) for each communication product will be the final web-ready version;Deliver creative graphic and technical solutions (including infographics if required) for print, electronic, web-based and animated presentations;The film and photography company is expected to provide all the necessary equipment to complete the key deliverables assigned. UNFPA Sierra Leone staff will provide necessary background information on the aforementioned activities. |
| Duration and working schedule: | Duration of the assignment: 29 October 2018 – 31 December 2018 |
| Place where services are to be delivered: | The film and photography company is expected to work remotely.  |
| Delivery dates and how work will be delivered (*e.g.* electronic, hard copy etc.): | All work is to be delivered electronically.Key deliverables:Production of the following videos/documentaries and high quality photographs:1. Production schedule
2. UNFPA Safe Spaces
3. UNFPA /UK aid funded constructed /rehabilitated health facilities (CHCs and hospitals)
4. UNFPA/ JICA/Government of Japan constructed/rehabilitated health facilities (CHC’s)
5. Saving Lives Programme - successful activities in 2017
6. Develop four photo databases which include high quality photographs to accompany each video

In addition UNFPA Sierra Leone requires the following:* Highest broadcast quality video/audio and copies in multiple formats
* Final editable files: Split track audio (natural sound on one track, voice and music, if any, on the other track) should be submitted.
* Wide variety of b-rolls and selection of the best shots and interviews for each of the packages
* Cut stories and/or documentaries of agreed length
* Scripts, video logs, consent forms, or shot list (where required)
* A copy of all video interviews to be used individually according to UNFPA’s discretion.

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| Monitoring and progress control, including reporting requirements, periodicity format and deadline: | UNFPA will monitor the implementation of the consultancy through regular discussions/phone calls/emails/meetings with the film and photography company on progress made in the development of the videos. |
| Supervisory arrangements:  | The film and photography company will work under the direct supervision of the UNFPA Sierra Leone communications specialist and overall direction of the country representative.  |
| Expected travel: | Home based with travel to the districts |
| Required expertise, qualifications and competencies, including language requirements: | **KNOWLEDGE*** Fluent in English, verbal, written, and fluent in Krio. Understanding of Temne and Mende
* Strong analytical skills
* Ability to formulate and communicate ideas clearly and effectively

**EXPERIENCE*** Minimum 5 years of video production, media and communications
* Relevant experience in developing structured videos and documentaries, preferably for UN agencies and especially UNFPA
* Experience in conducting impactful interviews with government officials, healthcare practitioners and clients in the health sector for the development of videos

**COMPETENCIES*** Proven ability to produce high quality video documentaries
* Capacity for script development and (narration, interviews, etc.) naturally embedding corporate messages needed
* Creativity in packaging narration, footage and interview into a final product

**CORPORATE COMPETENCIES*** Demonstrates commitment to UNFPA’s mission, vision and values;
* Exerts strict adherence to corporate rules, regulations and procedures;
* Familiarity with the internal control framework and results-based management tools is a must;
* Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

**DESIRABLE*** Knowledge of UNFPA in Sierra Leone mandate
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| Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable: | N/A |
| Other relevant information or special conditions, if any: | Please note that applications should include the following information. Applications without the following information will not be entertained.1. Company Portfolio
2. A financial proposal indicating deliverable-based professional fee
3. References
4. Links to work samples produced within the last 3 years.

One lump sum payment shall be made on the completion of each video assignment after completing the below milestones for each video;* Satisfactory submission and acceptance of a production schedule
* Satisfactory submission and acceptance of final video with subtitles where relevant
* Satisfactory submission and acceptance of a photo database
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