

## United Nations Development Programme

### **REQUEST FOR PROPOSAL FOR-“ VIDEO PRODUCTION CONSULTANCY”.**

#### **A. Project Title:**

ENHANCING THE RESILIENCE OF COASTAL COMMUNITIES OF SAMOA TO CLIMATE CHANGE (ERCC)

#### **B. Project Description or Context and Background:**

The project “Enhancing Resilience of Coastal Communities of Samoa to Climate Change” (ERCC) financed by the Adaptation Fund (AF) and supported by UNDP is managed by the Government of Samoa through the Planning and Urban Management Agency (PUMA) of the Ministry of Natural Resources and Environment (MNRE).

Overall, the project will reduce the vulnerability of Samoa’s population and natural environment to climate risks, and enhance the capacity of natural systems and coastal communities to recover from impacts (chronic and acute) associated with climate change and extreme weather events.

The Adaptation Fund (AF) project supported by UNDP intends to strengthen the ability of Samoan communities and the public service to make informed decisions and manage likely climate change driven pressures in a pro-active, integrated and strategic manner. This can be achieved through reduction in vulnerability to adverse impact of climate change; and increase in the adaptive capacity to respond to the impacts of climate change.

The project is now at its final phase of implementation and is looking to document the activities and products it has produced during its implementation. The objective of this consultancy is to produce a 3-minute animation video on the adaptation measures proposed and carried out in Samoa with specific focus on the following;

- Community integrated Management Plans (CIMPs) consultative process and key outcomes;
- Small Grant Programme through CSSP direct impact on the communities;
- Building a more resilient Samoa- SamoaCARES campaign

#### **• Scope of Work:**

The Consultancy firm or company will be responsible for the production of a high quality, full color hand-drawn 3 minute animated video that explains the results, process and impact of the activities implemented by the AF ERCC Project. This will also be a good platform to raise awareness on the Samoa CARES campaign to acknowledge and further build a culture of climate resiliency in Samoa.

#### **Objective**

The video production consultancy firm/company or Individual Contractor, will be responsible for the following:

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- Review all relevant information and consult with relevant persons involved in the AF-ERCC project to get a better understanding about activities and products developed under the project so far.
- Submit an Implementation Plan for the work to be undertaken, including the whiteboard animation.
- Review the visual identity, creative brief and draft script provided to ensure a clear understanding of: Who is the audience; what are the issues; what are the solutions the audience will understand by watching the animation; what makes the message unique; how will the audience engage and what mood will be used;
- Upon approval of the final script, present UNDP with draft storyboards. Every drawing must be hand-made by professional artists;
- Upon comment on the draft storyboards, present AF Team with the final storyboard. Every drawing must be hand-made by professional artists;
- Upon approval of the final storyboards, produce voiceovers;
- Provide a 3-minute video animation that include voice-overs and music.
- Support the production of communication elements derived from the original work from the video animation to support the social media campaign or other channels.

**OUTPUTS**

- 1- Creative Brief and draft script– (Provided by the AF-Samoa Communication Officer)
- 2- Final Script – 16th March 2018; 10%
- 3- Draft/Final Storyboards– 5th April 2018; 20%
- 4- Voice over and animatic (Samoan and English language) 12th April 2018; 30%
- 5- A 3 minute video animation and derived communication products (ie. TV additional edits)– 20th May 2018
- 6- Complete project wrap-up – 25th May 2018. 40%

**C. Expected Deliverables:**

The key products to be delivered are as follows;

<b>Deliverable</b>	<b>Duration (estimated no. of days)</b>	<b>Estimated Timing and deadline</b>
1. Approved and final Storyboard produced.	12	22th March 2018
2. Approved and final Animatic produced	5	12th April 2018
3. Final Video Animation	35	20th May 2018
4. Communication final by-Products and merchandising designed and approved.	5	25th May 2018

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TOTAL Working Days	57	
<p><b>D. <u>Institutional Arrangement:</u></b></p> <p>The consultant or Consultancy firm/Company will work under the supervision of AF Communication Specialist and in close collaboration with the Project Manager for the AF Samoa Project. Any produced material will be shared with the MNRE ACEO and UNDP MCO focal point for final approval and confirmation that the product aligns with the Government of Samoa and UNDP-AF project objectives. The service provider will be responsible for providing his or her own working video equipment (i.e. laptop, internet, phone, scanner/printer, specific software, etc.) and materials.</p>		
<p><b>E. <u>Duration of the Work:</u></b></p> <p>The consultancy shall be conducted during the period March- June 2018 with a total of 57 working days.</p>		
<p><b>F. <u>Duty Station:</u></b></p> <p>Home-based</p>		
<p><b>G. <u>Competencies:</u></b></p> <p><b>Corporate:</b></p> <ul style="list-style-type: none"> <li>• Demonstrates integrity by modeling UN’ values and ethical standards;</li> <li>• Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;</li> <li>• Treats all people fairly without favoritism;</li> <li>• Promotes the vision, mission and strategic goals of UNDP.</li> </ul> <p><b>Technical</b></p> <ul style="list-style-type: none"> <li>• Ability to produce documentaries of video stories on CCA and CCM</li> <li>• Knowledge of environmental issues, policies and ability to apply to strategic and/or situations;</li> <li>• Ability to work with multiple stakeholders across a wide range of disciplines.</li> </ul> <p><b>Functional</b></p> <p>Knowledge Management and Learning</p> <ul style="list-style-type: none"> <li>• Demonstrates practical knowledge of inter-disciplinary development issues;</li> <li>• Seeks and applies knowledge, information, and best practices from within and outside of UNDP.</li> </ul> <p>Client Orientation:</p> <ul style="list-style-type: none"> <li>• Maintains relationships with clients, focuses on impact and result for the client and responds positively to feedback;</li> <li>• Consistently approaches work with energy and a positive, constructive attitude;</li> <li>• Proven networking, team building, organizational and communication skills.</li> </ul>		
<p><b>• <u>Qualifications and Experience of the Successful Contractor:</u></b></p> <p>The following are the qualifications or attributes for individuals, group of individuals, or entities</p>		

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that may bid for the consultancy assignment:

- Post-Graduate degree in multi-media, video editing and production or other relevant degrees;
- At least three years relevant working experience in multimedia video production and/or the development of animation or illustration products. Please provide links to at least 2 samples of previous work preferably related to this assignment in your application;
- Previous experience producing media for NGO’s and government audiences is an advantage;
- Experience with UNDP or other agencies of the United Nations in featuring development projects documentaries;
- Excellent command of English and Samoan, both written and verbal.

**Evaluation criteria: 70% Technical, 30% financial combined weight**

- Post-Graduate degree in multi-media, video editing and production or other relevant degrees; (20%)
- At least three years relevant working experience in multimedia video production and/or the development of animation or illustration products. Please provide links to at least 2 samples of previous work preferably related to this assignment in your application; (35%)
- Previous experience producing media for NGO’s and government audiences is an advantage; (15%)
- Experience with UNDP or other agencies of the United Nations in featuring development projects documentaries; (15%)
- Excellent command of English and Samoan, both written and verbal (10%)
- Ability to operate under strict timeframes; (5%)

**H. Scope of Bid Price & Schedule of Payments:**

DELIVERABLES	DUE DATE AND WEIGHTING (%)	AMOUNT IN USD TO BE PAID AFTER CERTIFICATION BY UNDP AND VERIFICATION BY MNRE-PUMA OF SATISFACTORY PERFORMANCE OF DELIVERABLES
Deliverable 1: approved and cleared by the AF Project Manager and UNDP of the following; <ul style="list-style-type: none"> <li>● Final Script</li> </ul>	Due Date (refer to table above) 10%	\$xxx
Deliverable 2: approved and cleared by the AF Project Manager and UNDP of the following;	20%	\$xxx

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<ul style="list-style-type: none"> <li>Final Storyboards</li> </ul>		
Deliverable 3: approved and cleared by the AF PM and UNDP of the following; <ul style="list-style-type: none"> <li>Voice over and animatic (Samoan and English language)</li> </ul>	30%	\$xxx
Deliverable 4: approved and cleared by the AF PM and UNDP of the following; <ul style="list-style-type: none"> <li>Complete project wrap-up and final report with recommendations</li> </ul>	40%	\$xxx
	100%	

**Recommended Presentation of Proposal:**

Given below is the recommended format for submitting your proposal. The following headings with the required details are important. Please use the template available (Letter of Offer to complete financial proposal)

All templates with a proposed methodology addressing the elements mentioned under deliverables must be submitted by **Thursday 15<sup>th</sup> March, 2018** electronically via email: [procurement.ws@undp.org](mailto:procurement.ws@undp.org). Incomplete applications will not be considered and only candidates for whom there is further interest will be contacted. Proposals must include:

- **P11** form of each member of the team addressing the evaluation criteria and why the proposing entity is the most suitable for this assignment. **(standard template attached)**
- **3 corporate professional references (standard template attached)**
- **Technical Proposal**, how the firm/consortium will approach and conduct the work including proposed methodologies and preliminary work plan & timeline;
- The Proposal must cover the objective of the consultancy assignment, and required outputs and activities as specified in the TOR;
- **Financial Proposal** specifying the daily rate and other expenses **(standard template attached)**
- **Letter of interest and availability of the firm/consortium specifying the available date to start and other details (standard template attached)**
- International Consultants should quote in USD. Per diem rates should not be above the UN rate. **Current rate for Samos is USD 148.00.** Local consultants should quote in Tala.
- The Proposal must be in the English language.
- The abovementioned documents, information and requirements are mandatory and as such are required to form a complete tender. **A proposal will be rejected if it is not substantially responsive to the abovementioned requirements;**

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- The final working plan will be determined through negotiation between the successful bidder and the UNDP Samoa Multi-country Office (MCO);
- The UNDP/GEF Project Document template is available upon request by contacting the UNDP focal points mentioned below.
- Successful as well as unsuccessful bidders will be informed by e-mail as soon as possible after the submission date. Unsuccessful bidders will not be debriefed.

Queries about the consultancy can be directed to the UNDP Procurement Unit

[procurement.ws@undp.org](mailto:procurement.ws@undp.org), [tessa.tafua@undp.org](mailto:tessa.tafua@undp.org) or [reis.lopes.rello@undp.org](mailto:reis.lopes.rello@undp.org)