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ANNEX B: TERMS OF REFERENCE

for the Long-Term Arrangement for the provision of

VIDEO PRODUCTION SERVICES

Reports to:	Marin Ilej, Communication Officer
Duration:	2 years (with possibility of extension)
Location:	Croatia, Zagreb

I. Purpose of the Long-Term Arrangement

UNICEF Office in Croatia requires broad Creative multimedia production expertise to support the design, implementation and evaluation of Communication, Advocacy and Fundraising strategies for all levels of audiences.

The purpose of this RFP is to establish a two-year **Long-Term Arrangement (LTA)** with reputable service provider(s).

The established LTA will enable UNICEF to **employ the service provider directly**, based on a contract for every specific project. Concrete deliverables, outputs and timeframes against which payments are made will be defined through binding contracts that reference the services and pre-negotiated rates.

Proposals are requested from qualified and reputable institutions with demonstrated track record, experience and ability to work across strategic services in the category of **VIDEO PRODUCTION.**

ABOUT UNICEF

UNICEF is committed to changing the world for children, striving to protect their rights, improve their health and nurture their development. UNICEF works with governments, civil society organizations, and other organizations around the world **to advance children's rights to survival, protection, health, development and participation** and is guided by the Convention on the Rights of the Child.

The task of **UNICEF in Croatia** is to ensure that each child gets the support it needs to reach its full potential. The goal of the five years' partnership between the Government of the Republic of Croatia and UNICEF is to increase the quality of life for the most vulnerable children in Croatia.

Our priorities for children are:

- Early Childhood Development - support to the most vulnerable young children, early childhood education and care, early childhood intervention, intensive care of prematurely born babies and support to breastfeeding
- Child Protection - helping children in emergencies, protection from violence, support to families, justice for children, child rights and media, child rights and business.
- Help to Children around the World - contributing to international humanitarian appeals for children
- Data collection and analysis - gathering evidence about children and women in Croatia. Using this knowledge to inform decision-making with the objective of improving children's well-being.

For detailed information on programs and activities of UNICEF Croatia please visit **www.unicef.hr**.

BACKGROUND

UNICEF uses systematic, planned and evidence-based **Communication, Advocacy and Fundraising strategies** to promote child rights, mobilize societies, enable citizen participation, influence norms and attitudes and support the behaviours of those who have an impact on the well-being of children, their families and communities, especially the most marginalized.

Working in partnership with the Government, civil society organizations, private sector and other partners, UNICEF uses a mix of Communication approaches which consist of:

- **Behaviour Change Communication**: use participatory communication techniques and tools, to inform, influence and involve individuals and opinion leaders in adopting new attitudes and/or behaviours

- **Communication for Social Change**: engaging and empowering communities to positively influence and/or reinforce social norms and social practices

- **Social Mobilization**: engaging wide network of partners/stakeholders (e.g. civil society – non-governmental organisations, youth groups, community-based organisations) around a common cause

- **Advocacy**: amplifying voices of girls and boys from marginalized groups to upstream policy dialogue to facilitate increased demand and accountability for quality services

- **Resource Mobilisation**: fundraising from individuals via monthly and single donations; fundraising from corporations, small and medium businesses through partnerships and other models of engagement

Audiences that UNICEF works for and with include: children, parents and caregivers, service providers including health, social and community-based workers, media and communication personnel, local celebrities, popular opinion leaders, national and sub-national level policy and decision makers, political and other influential leaders.

Examples of UNICEF's video products/projects/campaigns in Croatia:

Foster care short video story: https://www.youtube.com/watch?v=ST1aooEXy6Y

Every Child needs a Family 2018: https://www.youtube.com/watch?v=DPNHH-HNSCc

Museum of Reality 2018: www.facebook.com/UNICEFHrvatska/videos/2240568529542965

Milky Way Race 2018: https://www.youtube.com/watch?v=4SLJD_5ZuXw

Legacy campaign 2018: https://www.youtube.com/watch?v=zOzNjZkm0Vs

Childhood Guardians Christmas campaign 2018: https://www.youtube.com/watch?v=NGt5kA7mfpk

II. Objective of the Long-Term Arrangement with services required

At UNICEF, **VIDEO PRODUCTION** entails producing high quality, innovative, locally relevant, culturally sensitive documentary, promotional and engagement video materials for a range of audiences across traditional and new media, that amplify advocacy, social mobilization and fundraising efforts, and build positive sentiment that will contribute to the likeliness to support UNICEF's work.

The desired outcome of this RFP process will be to have **readily available service providers** with whom LTAs will have been created. UNICEF will develop Terms of Reference and/or briefs for each project, that will specify focus, scope of work, deliverables and timelines against which **contracts** will be issued.

SERVICES REQUIRED

- Development, adaptation, production of short video stories
- Development, adaptation, production of long-format documentary and educational videos
- Development, adaptation, production of Public Service Announcements (PSAs) for local campaigns
- Development, adaptation, production of animated videos
- Translations, adaptations, trans-creations and localizing of global video campaigns
- Voiceovers and subtitling

In case the bidding company does not have the capacity and resources to provide required services, it is acceptable for the company to bid for the LTA with another, SUB-CONTRACTED service provider. In case of proposals submitted as partnerships with sub-contractor(s), proposals should clearly indicate the lead institution that will serve as the contracted entity.

Definition and scope of activities provided in this RFP is intended to be somewhat broad in nature. This will allow some flexibility on the part of potential bidders to propose how their team's skillsets and institutional infrastructure could best address the demand for desired services.

III. Performance indicators for evaluation of results

All work is to be produced to high standards and with strict adherence to deadlines and specific KPIs where applicable. Accountability, reliability and quality client service are expected from the service provider.

IV. Qualifications/specialized knowledge/experience required to complete the task

Qualified proposers should demonstrate the following:

INSTITUTIONAL PROFILE AND TRACK RECORD

- Proven track record in the field of video production, in respect to required services in this ToR
- Scale/size and scope of most relevant projects, use of innovative approaches / technologies
- Organizational set-up, technical infrastructure, equipment
- Capacity to manage complex tasks involving coordination of partners and sub-contractors
- If applicable, experience of previous work with UNICEF, other UN agencies and/or other organizations in the non-profit, development, humanitarian or related fields of work
- Adherence to the highest ethical standards, including the core UN values of integrity, professionalism and respect for diversity

QUALIFICATIONS AND EXPERIENCE OF KEY PERSONNEL

- Qualifications and experiences of key personnel, as relevant to the category of service and designated at levels appropriate to their background
- Fluency in oral and written communication in English

V. Definition of supervision arrangements

Service provider will be supervised by the Communication Officer through regular exchange of information via email and telephone, as well as and regular submission of weekly and monthly reports, where applicable.

VI. Duration

The validity of any LTA resulting from this RFP will be **24 months** from specified date of start and will be within the timeframe of the Country Programme Document (2017-2021). Up to two 12-month extensions may be further granted to selected providers upon completion of satisfactory services, favourable review by contracting offices, demonstrated continued need for services within UNICEF and market review after each interval, to ensure pricing remains competitive and provides continuing value to UNICEF. Successful proposers will be expected to be available for potential contracts immediately after the anticipated award date.

VII. Support provided by UNICEF

The Office will provide technical, administrative and logistic support, as well as all materials necessary.

Prepared by: _____

Date: 21.02.2019.

Approved by: _____

Date: 21.02.2019.