

## **TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT - LONG-TERM AGREEMENT**

### **Individual Consultancy Services: Engagement of Professional filmmakers on Long Term Arrangement (LTA) for 3 years**

**Row Number and description from approved Consultancy Plan:** 4. Designer, photo, video, translation, editing, writer

#### **1. BACKGROUND / RATIONALE**

UNICEF works towards realization of the rights of children as prescribed in the Convention of the Rights of the Children. These rights pertain to child survival, protection, development and participation. In their efforts to achieve programme outcomes, goals, various sections of UNICEF apply different strategies and intervene at different levels. With these interventions, there have been significant achievements and different lessons learnt. UNICEF has been using five strategies of (1) capacity development; (2) decentralization and improved governance; (3) partnerships; (4) social inclusion for equity; and (5) knowledge management to enhance results for children. UNICEF realizes 'Knowledge management' as a key strategy to identify and document, processes, impact, issues, key insights, experience etc. There is an ongoing requirement for production of communication, advocacy and visibility materials that documents key children's issues and ongoing responses in the field through high quality content packages, to support UNICEF's and the Government of Laos's communication, advocacy and visibility efforts with legislatures, policy makers, media, donors, partners and the public at large. These high-quality content packages include design packages, advocacy toolkits, photo packages, human interest stories, animation films and short films that document UNICEF related initiatives. These high-quality content packages will be disseminated through different channels including website, external media networks, social media networks, partner networks and donor reports. To meet this requirement, UNICEF would like to engage individual filmmakers on LTA with UNICEF who will be available at short notice to undertake field visits for documenting UNICEF activities and programmes. The LTAs will be also used by the other UN agencies.

#### **2. PURPOSE OF ASSIGNMENT**

The purpose of setting up the Long-Term Arrangement is to facilitate and expedite the process by which UNICEF in Laos will hire the services of individual filmmakers to produce short films, capturing stories of change through the story of protagonist(s) from the field and share with stakeholders at national and global level and to use as an advocacy tool.

#### **3. PROGRAMME AREA AND SPECIFIC PROJECT AREA**

The consultant under LTA arrangement will support all programme areas. Specific contract managers will provide supervision for specific services contracted under the provisions of this LTA. Technical supervision will be provided by the Communications team.

#### **4. OBJECTIVE(S)**

The overall objective to set up Long Term Agreements is to facilitate and expedite the process by which UNICEF in Lao PDR will hire the services of filmmakers for high profile campaigns, advocacy priorities and results from UNICEF's projects and partnerships across the country.

#### **5. MAJOR TASKS TO BE ACCOMPLISHED**

- Create videos, with length varying from 30 seconds to 5 minutes, based on advocacy priorities and planned delivery (i.e web videos, reels, event videos, human interest etc.)

- Propose visual structure and capture change narratives through protagonist(s) stories.
- Attend pre-production briefings, research, and planning meetings.
- Conduct field filming in various locations, including interviews with stakeholders.
- Write and obtain approval for English and Lao scripts.
- Shoot broadcast quality footage.
- Adhere to UNICEF branding guidelines.
- Regularly update project coordinator on progress and challenges.
- Provide professional English or other language voice overs.
- Advise on and procure rights to music as needed.
- Collect relevant sound effects.
- Review existing films or materials on the topic.
- Edit the film into an engaging, high-quality product, including graphics and subtitles as needed.
- Present the film to UNICEF and incorporate feedback.
- Submit final products in English and/or Lao.
- Coordinate with UNICEF Programme Officers on film requirements.
- May involve travel to remote areas and work during weekends.

**Responsibilities of the Consultant:**

- Use their own equipment.
- Not share the film or its parts without UNICEF's written permission.
- Not brand the film with their own logo or name.
- Comply with UNICEF and government guidelines, especially concerning work with children.

**Responsibilities of UNICEF:**

- Provide detailed information about the activity to be filmed.
- Provide expected components of final films.
- Offer feedback, support, and guidance during film development.
- Orient filmmaker on UNICEF's branding guidelines.

**6. DELIVERABLES**

A well edited, high quality, ready to broadcast film in all available film formats ready to be disseminated on multiple digital platforms in various aspect ratios (9:16, 1:1, 16:9, 4:3)

Films can range from 30 seconds to five minutes

Film of required ratio/Broll

- High-quality BROLL, raw files and clean footage of the final film/shoot
- Shooting masters of the film are to be retained by the consultant
- for two years from the film's finalization date.
- Mixed track master to be submitted to UNICEF electronically or in person
- International tracks version to be submitted to UNICEF electronically or in person
- Cue sheet of the master (this is different from shot list)
- Music cue sheet
- Shot list (in case of human-interest stories)
- B-Roll. The B-roll will contain a selection of the best shots and interviews for each of the packages.
- Final Scripts in English and Lao, if required.
- If the rights to any existing footage, music, sound, voice or photo are to be procured, copyright license will be in the name of
- UNICEF, for all mediums, in perpetuity. These will be 'on actual cost'.
- UNICEF consent and release forms for everyone appearing in the film to be signed by the people/children (by their guardians) to be completed by the vendor with UNICEF support where required and submitted to UNICEF.
- Talent release form – for any film where actor's services have

- been hired.
- If UNICEF asks for, the consultant will ensure that all copyrights of the writer, lyricist, footage etc are with UNICEF.
- When asked by UNICEF, a shorter version of the film should be edited out of the main film. This may be a promo or a short version for presentation. No fresh shooting or recording may be required for this. The costs for the new film will be based on the total edit days involved.
- If desired, clean version of the film (without graphics/text), with open format of graphics to enable language versioning.
- A much-shortened edited version – like a promo, if needed
- Language version of the film, if requested.
- Subtitling in English, or in any other language as required
- Candidates should own or hire their equipment and the same will not be provided by UNICEF. This includes but not limited to HD cameras, drones, microphones, tripods and licensed editing setups, including softwares.

Additional equipment like portable light kits, drones will be paid on actuals.

## 7. CHILD SAFEGUARDING

Is this project/assignment considered as “[Elevated Risk Role](#)” from a child safeguarding perspective?

YES  NO If YES, check all that apply:

Direct contact role  YES  NO

If yes, please indicate below the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel: 3

Child data role  YES  NO

If yes, please indicate below the number of hours/months of manipulating or transmitting personal identifiable information of children (name, national ID, location data, photos):

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

## 8. TRAVEL

The filmmakers on LTAs might be required to travel outside their duty station (as identified in their proposal) for specific events in which case the filmmakers would make their own arrangements for travel and lodging, if required with necessary safety measures due to COVID-19 pandemic or otherwise will be the responsibility of the filmmaker.

Payment of travel costs including tickets, lodging, etc. should be agreed upon, between UNICEF and the photographer as part of the quotation for each specific assignment and included in the respective purchase order. All air travel will be by economy class irrespective of the duration of travel.

## 9. ESTIMATED DURATION OF LTA

Twenty-four (24) months with optional extension of twelve (12) months (36 months in total)

## 10. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ LANGUAGE SKILLS REQUIRED (Please use as applicable)

### Qualifications:

Bachelor’s degree in Arts, Sciences, Commerce, or a technical diploma in filmmaking, videography, editing, or script writing.

**Experience:**

Five years of experience in producing high-quality films demonstrating creativity, storytelling, script writing, and shooting techniques that align with international standards.

**Skills:**

- Strong background in ideation, conceptualization, script writing, and knowledge of latest film editing software.
- Proven experience in creating films for the social development sector.
- Proficiency with the latest technology in filmmaking and multimedia production.
- Knowledge of additional national languages is a plus.
- Experience in creating films about, with, and for children, including interviewing and filming them. Proficiency in designing for digital platforms.
- Strong practical background in graphic design, including expertise in software such as Adobe Design Premium-package and web design.
- Experience in delivering high-profile filmmaking projects both nationally and internationally and contributing to national and international media outlets.
- Experience in covering media/press events and shooting B-roll footage is beneficial.
- Ability to produce high-quality written content for different platforms and in various styles.
- Ability to conceptualize full-content packages for various platforms, effectively telling a story and creating a design concept that links the content.
- Prior experience in the development sector is advantageous. Must have industry knowledge, including an in-depth understanding of Lao and regional market trends (social media, digital, culturally appropriate trends), and familiarity with UNICEF's model and fundraising/lead generation techniques.
- Ability to partner with UNICEF to work towards common goals, enhancing brand value and trust through creative solutions.

**11. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)**

The selection of consultants for the LTA will be based on technical evaluation and financial offers in the ratio of 80:20. The criteria for technical evaluation will be as follows:

Criteria	Marks	
	Min	Max
1) Cover Letter – explaining the motivation for applying and explaining how the qualifications and skillset of the candidate are suitable for this position	4	5
3) Relevant work experience	6	15
4) Experience producing video for UN or similar	6	15
5) Minimum five Work Samples– Include portfolio and published works with minimum one campaign production centered around children	23	40
<b>Total</b>	<b>42</b>	<b>75</b>
<b>TOTAL TECHNICAL SCORE</b> The minimum overall qualifying score is 42. Only those candidates who meet the overall qualifying marks of 42 and score the minimum cut-off in each of the above sub-criteria, including the interview, will be considered technically responsive, and their financials will be opened.		
<b>Financial Score</b> The selection of the consultant will be on the basis of technical evaluation & financial offer in the ratio of 80:20		25

<b>TOTAL</b>		<b>100</b>
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## 12. FINANCIAL PROPOSAL

Service	Description	Rate
<b>Pre-production cost</b>	8hrs/Full day	
	4hrs/Half-day	
<b>Shoot Day</b>	8hrs/Full day	
	4hrs/Half-day	
<b>Post-production</b>	8hrs/Full day	
	4hrs/Half-day	

## 13. PAYMENT SCHEDULE

The LTA to be signed will have a fixed fee rate for three years. However, UNICEF LAO PDR does not warrant that any quantity of services will be purchased during the term of the LTA as this will depend on forthcoming needs.

## 14. CONTRACTS CREATED AGAINST THE LTA.

Whenever film-making services are required, details of the requirement/deliverables including quantities and deadlines will be presented to the top-ranking LTA holder. Should this consultant not be available for this assignment, UNICEF LAO PDR will contact the second ranked consultant and so on, while ensuring

Upon receipt of confirmation of availability and interest in the assignment, a contract will be issued with the prices/fees agreed in the LTA. The consultant must sign the contract prior commencement of work.

Payment will be made after completion of deliverables and submission of invoices for the actual work completed, subject to satisfactory performance.

## 15. HOW TO APPLY

Applications to be submitted through the online portal should contain four separate attachments:

- i A Cover letter explaining the motivation for applying and explaining how the qualifications and skillset of the candidate **(to be uploaded online)**
- ii Curriculum Vitae (CV) **(to be uploaded online)**
- iii Portfolio with at least three work samples **(to be uploaded online)**
- iv A financial proposal indicating professional fee as per the above template. Please do not forget to specify your name in the file while saving. **(To be uploaded under other supporting documents).**

**Important Note: Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.**

***Without all the above 4 documents your application will be considered incomplete and invalid and will not be considered further.***

- Any attempt to unduly influence UNICEF's selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.

- Please note that UNICEF does not charge any fee during any stage of the process.
- Female candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.

#### **INTERNAL INFORMATION**

Type of LTA:             Time-Bound     Target Value

Sharing Indicator:     Open Use     Controlled Use     Reserved for Sole Use

**LTA CONTRACT MANAGER: Simon Nazer, Chief of Communications, UNICEF Lao PDR**

#### **IDENTIFICATION OF RISKS AND PLAN FOR MITIGATION:**

1. Closely follow PSEA guidelines
2. Ensure all trainings and sensitization guides have been followed
3. Fully brief ahead of each shoot, including local/cultural contexts
4. Ensure best interests of child is always first consideration