

TERMS OF REFERENCE

Individual Consultancy: Engagement of Filmmakers on Long Term Arrangement (LTA) for 3 years (Open to Indian Nationals only)

Duty Station: Anywhere in India with travel to field locations

Duration of LTA: Two years with the possibility of extension for one more year

Closing Date: 26th June 2023

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 India'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 India will hire the services of individual film makers 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. MAJOR TASKS TO BE ACCOMPLISHED

- i. Produce 30 seconds to five minutes long, news-style video packages based on human interest stories, and pre-defined advocacy priorities, complete with a shot list, script, BROLL and voice-over.
- ii. Propose a structure, a visual treatment with clear flow of segments. Capture the stories of change through the story of one or few protagonist(s) from the field.
- iii. Attend pre-production briefing on issues being covered and participate in preparatory research and production planning meetings (in person or by phone).
- iv. Work in close coordination with the advocacy and communication team both at the India Country Office and at the state level.
- v. Shoot at various locations in different states of India. Shooting brief interviews/sound bytes of people involved in the initiative.

- vi. Develop scripts in (English/and or regional language) for the film and obtain UNICEF’s approval.
- vii. Shoot News based broadcast quality footage and Broll.
- viii. Understand and comply with UNICEF branding guidelines.
- ix. Provide regular updates to the project coordinator in UNICEF, regarding key understanding and major challenges, if any.
- x. Record high quality voice over with good quality professional voices in English AND/OR other language (if desired)
- xi. Advise on music to be used where required and purchase rights to music on behalf of UNICEF with cost ‘on actual’
- xii. Gather relevant sound effects as required
- xiii. Desk review of previous films on the topic and/or other material available.
- xiv. Edit the film into a fast paced, high quality, engaging product including the addition of graphics where required and subtitling of sound bites in English and Hindi as required.
- xv. Present the film to UNICEF and make necessary changes post UNICEF feedback(s)
- xvi. Present and submit the final products in English and/or Hindi
- xvii. The vendor will be briefed by the concerned Programme Officer in UNICEF on the requirements of the film and the dimensions to be covered.
- xviii. The film maker will be required to work in close coordination with the advocacy and communication team both at the ICO and at the state level.
- xix. UNICEF retains copyright over all films shot during the course of an assignment. The consultant may be required to travel to remote, hard-to-reach areas to get relevant pictures.
- xx. Consultant may be required to work on Saturdays and Sundays, based on the requirements of the assignment.

Responsibilities of the Consultant:

- i. The consultant will use their own equipment; cameras, microphones, software and other accessories that may be required for this task.
- ii. The consultant will not give the film or any part thereof, to any third party without the written permission of UNICEF. The film and all its components such as footage, music, sound bytes, etc. will be a property of UNICEF, and the consultant will not share the same with anyone else.
- iii. The consultant will not put their own name or logo/emblem in or on the film. The only organization branding in the film will be UNICEF. UNICEF may choose to add the name or a logo of any other partner organization, including government.
- iv. Adhere to relevant guidelines of UNICEF and government especially those related to working with children and young people (Ethical Principles of Reporting on Children; Child Safeguarding, Informed consent; as relevant)

Responsibilities of UNICEF:

- i. UNICEF will provide all details pertaining to the activity to be filmed
- ii. UNICEF will provide all the expected components of final film(s)
- iii. UNICEF will provide feedback/support/guidance during the development of the films.
- iv. UNICEF will orient the film maker on UNICEF’s branding guidelines and other relevant guidelines

4. MAJOR TASKS, DELIVERABLES AND DEADLINES

Work Assignments Overview (Include Major Tasks and Activities)	Deliverables/ Outputs	Timeline/Date for submission of Deliverable
<ul style="list-style-type: none"> i. 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) ii. Films can range from 30 seconds to five minutes 	Film of required ratio / Broll	As per the respective assignments

<ul style="list-style-type: none"> iii. High-quality BROLL, raw files and clean footage of the final film/shoot iv. Shooting masters of the film are to be retained by the consultant for two years from the film’s finalization date. v. Mixed track master to be submitted to UNICEF electronically or in person vi. International tracks version to be submitted to UNICEF electronically or in person vii. Cue sheet of the master (this is different from shot list) viii. Music cue sheet ix. Shot list (in case of human-interest stories) <ul style="list-style-type: none"> x. B-Roll. The B-roll will contain a selection of the best shots and interviews for each of the packages. xi. Final Scripts in English and Hindi and regional languages, if required. xii. 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’. xiii. 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. xiv. Talent release form – for any film where actor’s services have been hired. xv. If UNICEF asks for, the consultant will ensure that all copyrights of the writer, lyricist, footage etc are with UNICEF. xvi. 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. xvii. If desired, clean version of the film (without graphics/text), with open format of graphics to enable language versioning. xviii. A much-shortened edited version – like a promo, if needed xix. Language version of the film, if requested. xx. Subtitling in English, or in any other language as required xxi. 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. <p>Additional equipment like portable light kits, drones will be paid on actuals.</p>		
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5. DUTY STATION:

Anywhere in India

6. OFFICIAL TRAVEL INVOLVED: (ITINERARY AND DURATION)

As per the specific assignments and to be reimbursed at actuals. Travel costs including tickets, lodging, etc. should be agreed upon, between the supervisor and the consultant prior to travel and will be reimbursed on actuals.

7. ESTIMATED DURATION OF LTA

The Long-Term Arrangement (LTA) will be for a duration of three years. The initial period would be for two years with an option for renewal for a subsequent year on the same rates, terms and conditions, subject to satisfactory performance evaluation and continuing need for the service. The services of the consultants selected under the LTA would also be made available to other UN agencies in India.

8. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Qualification:

Bachelor's degree in Arts, Sciences, Commerce or diploma and technical course in filmmaking / videography / editing / script writing will be an asset.

Experience:

1. Five years of demonstrated experience in producing high quality films demonstrating creativity, storytelling, script writing and shooting techniques that meet the highest international standards with regards to film and editing technique.
2. Strong practical background in ideation, conceptualizing, script writing including the knowledge of latest film editing software.
3. Excellent track record along with experience making films for and about the social development sector.
4. Access to and able to use the latest technology in the field of film making and multimedia production.
5. Knowledge of additional regional Indian languages will be an asset.
6. Experience in making films about, with and for children – including shooting and interviewing children. Good understanding of designing for digital platforms; Functional and technical know-how of the channels mentioned above, especially Facebook and Google.
7. Strong practical background in graphic design, including the knowledge of design software such as Adobe Design Premium-package and web design.
8. Experience (nationally and internationally) delivering on high profile filmmaking projects and contributes extensively to national and international media outlets.
9. Experience in covering media / press events and shooting Broll will be an asset
10. Able to produce high quality written products for different platforms and in various styles.
11. Ability to conceptualize a full-content package for various platforms, telling a story and creating a design concept to link the content as part of the package.
12. Working experience in a development sector is an added advantage. Industry knowledge and in-depth knowledge of Indian market and trends (social media, digital and culturally appropriate trends) along with understanding of UNICEF's model and fundraising / lead generation techniques.
13. Should be able to partner with UNICEF to work on common goals and increase brand value and trust through creative solutions.

9. 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 75:25. The criteria for technical evaluation will be as follows:

Criteria	Marks
1. Cover Letter - explaining the motivation for applying and explaining how the qualifications and skillset of the candidate are suitable for this position	05
2. Relevant educational qualifications	05
3. Relevant work experience	15
4. Minimum three Work Samples e.g. portfolio previous scripts, shoots and broadcast films	25
Sub-Total: Candidates will be shortlisted for the Test based on the review of sub-criteria 1, 2, 3 and 4 as listed above. Candidates who score 40 marks and above (out of 50) will be shortlisted for the Test	50

5. A Test will be administered to shortlisted candidates	25
TOTAL TECHNICAL SCORE The minimum overall qualifying score is 60. Only those candidates who meet the overall qualifying marks of 60 will be considered technically responsive, and their financials will be opened.	75
Financial Score	25
TOTAL	100

10. PAYMENT SCHEDULE

Payment will be made against satisfactory completion of deliverables and submission of invoice.

11. IMPORTANT NOTES

- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- The selected candidate is solely responsible to ensure that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.
- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

HOW TO APPLY:

The application to be submitted through the online portal and should contain four separate attachments:

- A Cover Letter explaining the motivation for applying and explaining how the qualifications and skillset of the candidate are suitable for this position **(to be uploaded online under “Cover Letter” tab)**
- Curriculum Vitae (CV) **(to be uploaded online under “Resume” tab)**
- Three latest samples not older than 2017. You can either share a file with the open links to your work samples or you can upload the documents **(to be uploaded online under “Other – Applicant” as a single document containing all the 3 work samples)**
- A financial proposal, as per the template attached. Please do not forget to specify your name in the file while saving **(to be uploaded online under “Financial Proposal” tab).**

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, UNICEF does not charge any fee during any stage of the process.
- Women, trans, non-binary and gender diverse 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.
- General Terms and Conditions for the Consultancy Contract is attached, for your reference.

For any clarifications, please contact:

UNICEF

Supply & Procurement Section

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