

Terms of Reference (TOR) – Video Production Services to capture Community Level Interventions, District Forums, the Training of Trainers and a 3-day Conference.

1. INTRODUCTION

Objective of the RFP

The purpose of this Request for Proposals (RFP) is to enter into a contractual agreement with a successful bidder and select a suitable contractor to carry out the following work:

WHO is seeking to work with an organization to supply video production services for identified events under the “Youth Participation and Engagement for a Healthier, Equitable, Safer and United Sri Lanka” Project.

About WHO

WHO Mission Statement

The World Health Organization was established in 1948 as a specialized agency of the United Nations. The objective of WHO (www.who.int) is the attainment by all peoples of the highest possible level of health. “Health”, as defined in the WHO Constitution, is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity. WHO's main function is to act as the directing and coordinating authority on international health work.

Structure of WHO

The World Health Assembly (WHA) is the main governing body of WHO. It generally meets in Geneva in May of each year and is composed of delegations representing all 194 Member States. Its main function is to determine the policies of the Organization. In addition to its public health functions, the Health Assembly appoints the Director-General, supervises the financial policies of the Organization, and reviews and approves the proposed programme budget. It also considers reports of the WHO Executive Board, which it instructs with regard to matters upon which further action, study, investigation or report may be required.

The Executive Board is composed of 34 members elected for three-year terms. The main functions of the Board are to give effect to the decisions and policies of the WHA, to advise it and generally to facilitate its work. The Board normally meets twice a year; one meeting is usually in January, and the second is in May, following the World Health Assembly.

The WHO Secretariat consists of some 8,400 staff at the Organization's headquarters in Geneva, in the six regional offices and in countries. The Secretariat is headed by the Director-General, who is appointed by the WHA on the nomination of the Executive Board. The head of each regional office is a Regional Director. Regional directors are appointed by the Executive Board in agreement with the relevant regional committee.

2. BACKGROUND

Overview

"Youth Participation and Engagement for a Healthier, Equitable, Safer and United Sri Lanka" is a project funded by the United Nations Peacebuilding Fund. The project aims to improve access to opportunities for young aspiring leaders to meaningfully promote social cohesion and development that will enhance their political and civic representation. In this regard, the youth parliamentary platform will be a springboard for their entry to leadership roles in society and help them gradually build trust in the existing political-institutional mechanisms.

Accordingly, the Youth Parliamentarians, members of the Federation of Youth Clubs, other youth groups and civil society organizations representing marginalized communities at the district level will be provided with the opportunity to participate in a comprehensive capacity building programme. The project is a platform for the participants to work with their peers and the government and civil society actors, mainly from politically vulnerable areas of conflict and social marginalization. The project activities aim to provide them with the necessary resources to address conflict drivers identified in their communities with broader community engagement and participation to establish 'healthy settings'.

A 'healthy setting' is 'a place or social context in which people engage in daily activities in which environmental, organizational, and personal factors interact to affect health and wellbeing. The project employs this unique approach as a vehicle for guiding young leaders to identify how they can contribute and engage communities through volunteering for a more inclusive development process that promotes social cohesion and addresses the root causes of conflict and violence in society.

The project works closely with the National Youth Services Council, which already has a capacity building program for youth leaders, mainly targeting political and civic participation. Overall, the project targets 750 young people from all 25 districts in the country. A series of modules based on 20 identified thematic areas would be developed and delivered in two segments to drive the capacity building initiative and guide the participating young people in receiving the knowledge and opportunity for practice as part of the programme.

3. REQUIREMENTS

Introduction

The overall purpose of the recruited Contractor is to supply video production services to capture community-level interventions by the participants, district youth forums, ToT session and a 3-day conference in Sri Lanka. The Contractor will support and assist in capturing the project results through videos to showcase the impact of such interventions. The Contractor is expected to travel to all 9 provinces and produce 5-minute videos per province along with a trailer video capturing the highlights of the community interventions (altogether 10 videos), 5 videos covering district forums for a duration of 3 minutes each, a 4-minute video capturing highlights of the ToT and a 5-minute video capturing the 3-day conference in Colombo.

The Contractor will be expected to deliver the following as required during the whole duration of the contract (the envisaged period of work is 2 months):

Details of the requirement:

	EVENT	REQUIREMENT	DURATION
01	Community-level interventions (Participant initiatives in all 9 provinces)	9 videos, one video covering each province (includes; video storyboard design, capturing footage, editing, audio balancing, embedding sub-titles in local languages, format exporting, archiving raw and edited work etc. according to WHO standards) 1 trailer video highlighting the community-level interventions (includes; video storyboard design, capturing footage, editing, audio balancing, embedding sub-titles in local languages, format exporting, archiving raw and edited work etc. according to WHO standards)	5 minutes each
02	District Youth Forums (5 events)	5 videos (includes; video storyboard design, capturing footage, editing, audio balancing, embedding sub-titles in local languages, format exporting, archiving raw and edited work etc. according to WHO standards)	3 minutes each
03	ToT (Residential training for 8 days)	1 video (includes; video storyboard design, capturing footage, editing, audio balancing, embedding sub-titles in local languages, format exporting, archiving raw and edited work etc. according to WHO standards)	4 minutes
04	3-day Conference	1 video (includes; video storyboard design, capturing footage, editing, audio balancing, embedding sub-titles in local languages, format exporting, archiving raw and edited work etc. according to WHO standards)	5 minutes

- The Contractor will take the responsibility to take voice cuts and interviews from field teams and edit the footage in line with the scope agreed upon.
- Project team will provide the implementation location to the contractor once confirmed and will liaise with the field teams to facilitate access. Clearly identify name, age of interviewees, quotes, and any relevant details with the support of the project team
- Embed sub-titles in the video as per the need in order to ensure that the videos can be viewed in all 3 languages – English, Sinhala and Tamil
- The outcome should be youth friendly and innovative to inspire other young people to engage in community action.
- The Contractor shall use its own equipment and professional editing software.
- The Contractor is expected to manage its own travel and accommodation costs within the

project budget (travel to 09 provinces). The Contractor shall hand over both edited and raw footage to WHO upon completion of the project.

Characteristics of the provider

Status

The Contractor shall be an institution operating in the field of communication and media.

Experience

Institutions that would be considered for this partnership needs to have proven experience of working in similar interventions and evidence of capacity to deliver the proposed outcomes.

Following requirements are to be demonstrated by the Contractor that would be considered for this partnership:

- At least three years of experience in videography and video editing.
- At least 2 years' experience in conception, production and editing of mini video documentaries
- Experience covering social, humanitarian and development subjects will be an asset
- At least two years of demonstrable experience in conducting and successfully completing similar projects.
- Minimum of 1 team member with at least 3 years of experience related to digital video production.

Organizational Qualifications

The Contractor that would be considered for this partnership would require to demonstrate the following:

- Ability to work independently to deliver work on time.
- Strong financial management and accountability.
- Good understanding of the political and development landscape of Sri Lanka and the ability to work with multiple stakeholders including the state and the private sector actors would be beneficial.

Staffing

The selected contractor is expected to dedicate the following human resources to the project:

- A Team Leader with the qualification and experience as defined above (please attach resume to your proposal) shall be dedicated to the project.
- The designated Team Leader that should be the same all along implementation, including consideration in contingency plans in case the focal point is absent.
- Sufficient capacity and knowledge is required to cover the following areas of expertise:
 - Experience in video production and editing

Work to be performed

The selected institution is expected to undertake the following:

Key requirements

1. The submission of a detailed work plan for the contract period with proposed dates and timelines.
2. Completion of storyboards for each of the 09 provinces based on the project team briefs
3. Travel to each province for the recording of video footage
4. Completion of 10 5-minute videos of Community Level Interventions in each province including subtitling.
5. Completion of 5 videos covering district forums for a duration of 3 minutes each including subtitling.
6. Completion of a 4-minute video capturing the ToT programme including subtitling
7. Completion of a 5-minute video capturing the 3-day conference including subtitling.

Deliverables

	Description
Deliverable 1	Submission of the finalized detailed work plan in coordination with the project team for the contract period with proposed dates and timelines.
Deliverable 2	Completion of video production services for Community-level interventions
Deliverable 3	Completion of video production services for Youth District Forums
Deliverable 4	Completion of video production services for the ToT programme
Deliverable 5	Completion of video production services for the 3-day Conference

Place of performance

	EVENT	LOCATION
01	Community-level interventions	Western Province - Kalutara Southern Province- Hambantota Sabaragamuwa Province- Ratnapura North-Western Province- Puttalam Northern Province- Jaffna North Central Province- Anuradhapura Eastern Province- Trincomalee Central Province- Matale Uva Province- Monaragala
02	District Forums (5 events)	Jaffna, Batticaloa, Badulla, Monaragala, Matara
03	ToT (Residential training for 8 days)	Colombo
04	3-day Conference	Colombo

Timelines

Start date – TBC

End date – TBC

Duration – 2 months

Reporting requirements

The selected contractor will be expected to submit a detailed report upon delivery of all agreed activities along with a detailed summary of the expenditure incurred against the proposed budget.

Evaluation Criteria

The Technical Proposal will be assessed based on the 3 major criteria as shown in the table below

Summary of Technical Proposal	Total Points
Section 1. Expertise of service provider	25
Section 2. Proposed methodology, approach, and implementation Plan	20
Section 3. Organizational experience	25
Total	70

Technical Proposal Evaluation Criteria		
Section 1. Expertise of service provider		Points obtainable
1.1	<ul style="list-style-type: none">At least three years of experience in videography and video editingAt least 2 years' experience in conception, production and editing of mini video documentaries	15
1.2	<ul style="list-style-type: none">At least two years of demonstrable experience in conducting and successfully completing similar projects	10
Total Section 1		25

Section 2. Proposed methodology, approach and implementation plan		Points obtainable
2.1	0 pts if weak proposed methodology 5 pts if fair proposed methodology capacity 10 pts if strong proposed methodology capacity	10
2.2	Tasks defined for the scope of work and aligned to TOR 0 pts if workplan is irrelevant and doesn't meet the timeframe 05 pts if workplan is provided in a broad manner with the necessary details 10 pts if workplan is relevant and meets the timeframe	10
Total Section 2		20

Section 3. Organizational experience		Points obtainable
3.1	<ul style="list-style-type: none"> Minimum of 1 team member with at least 3 years of experience related to digital video production. 	25
	Total Section 3	20

4. FINANCIAL PROPOSAL


The financial proposal should satisfy the following:

The calculation of fees should indicate the Total Cost for an ***“all-inclusive”*** cost in Sri Lankan Rupees (LKR) for the breakdowns, as per the ToR (refer to annexure one). The cost should be all inclusive covering all relevant locations and outputs indicated in ToR.

5. HOW TO APPLY

To apply please email to: sesrlprocurement@who.int Email subject heading: ‘Video Production Services to capture Community Level Interventions, District Forums, the Training of Trainers and a 3-day Conference’. The application should contain:

- **A technical proposal.** The proposal should include company profile, relevant experience of similar assignments undertaken, list of previous clients.
- **Examples of similar work undertaken by the institution** (preferably by the proposed team members)
- **A financial proposal** – detailed breakdown of the costing


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