

## Terms of Reference

### **Develop human-interest stories (5 Photo Essays) and Video series (5 Videos) on key health milestones in Sri Lanka and WHO contributions.**

This consultancy is requested by:

Unit:	Communication
Division:	WCO SRL/Communication

## 1. Background

World Health Organization (WHO) is the United Nations Specialized agency for health established on 7 April 1948. WHO was one of the first United Nations agencies in Sri Lanka (1952) and over sixty years later, WCO-SRL remains a steadfast intergovernmental organization committed to supporting the people of the country to attain the highest level of health through the strengthening of the health system on the principles of equity, fairness and responsiveness with emphasis on the poor and marginalized..

In line with the WHO 75th anniversary, WHO Sri Lanka aims to conduct a series of activities with the objective of highlighting the country's public health success, current and future challenges and to paint a picture of Health for all for the future..

WHO goal is "to support the people of the country to attain the highest level of health through strengthening of the health system on the principles of equity, fairness and responsiveness with emphasis on the poor and marginalized."

## 2. Objectives

Develop human-interest stories (5 Photo Essays) and Video series (5 Videos) on key health milestones in Sri Lanka and WHO contributions.

These communications products are to display the support of WHO and the support of the donors/ contributors/ partners to the Sri Lankan health sector. These photo essays and videos will represent five key public health areas of work

## 3. Deliverables:

The finished products Five ( 4 to 6 minute) videos and five photo stories to be delivered to WHOSRL in HD (1080x720p) format .

## 4. Specific requirements

The Creative design company should have the following minimum requirements:

1. More than 5 years of professional experience with a proven track record in videography and content creation.
2. Sample work of videos and photo stories similar to the project.
3. Prior experience in human interest stories and video essays.
4. Ability to respond to tight deadlines.
5. The company will have to assign an account manager who will liaise with WCO-SRL communications and programme staff; individuals are exempt from this requirement.
6. Desirable experience working with WCO-SRL or other UN agencies is an added advantage.

## 5. Type of assignments

Under the Agreement for Performance of Work (APW), the following are the assigned responsibilities,

### a. Responsibilities of WCO-SRL:

- To provide the technical content for all material to be included in the report.
- To work in consultation with the selected company throughout the assignment until the final deliverable is received.

### b. Responsibilities of Service Provider:

- Develop the video in line with provided technical guidance and in coordination with the technical team of the WCO – SRL. The following activities will need to be conducted:
- Conducting a meeting with the WHO technical office to understand the scope of the project, support provided by WHO and the Ministry of Health (MoH) in achieving the result and human impact. Identify beneficiaries and MoH counterparts to be interviewed for the video.
- Travel to the locations and coordinate and conduct interviews with the donors, beneficiaries, partners and MoH representatives (3 to 4 interviews short interviews for each story)
- Develop the video script and photo story outline and share with WHO for further review and edits.
- Film, edit and produce the video, and draft the photo story with photographs included. Videos and stories will be subjected to three rounds of reviews prior to finalization
- Translate the video into Tamil, English and Sinhala and coordinate with the WHO – SRL communications team before finalizing translations
- Include approved subtitles to create Tamil and English, Sinhala sub-titled videos
- Deliver the finished products of the five videos and the photo essays in HD quality in digital format
- Provide electronic files of all final videos and all photographs taken during the assignment.
- Complete the video and photo story production according to the agreed time frame

## 6. Planned Timelines (dates subject to confirmation)

Start date: 20 February 2023

End date: 15 May 2023

The piece of work should be completed within the specified timeline.

## 7. Budget

Interested partners/ organizations are requested to submit **separate** technical and financial proposals for evaluation.

### **PAYMENT SCHEDULE:**

- Payment will be done upon submission of all finalized deliverables as per TOR and proof of actual expenses as per the budget.



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