



Terms of Reference for a videography services to produce a series of multi-media products to enhance UNFPA Country Office programme work visibility

1. Introduction

The United Nations Population Fund (UNFPA) is an international development agency that promotes the right of every woman, man and child to enjoy a life of health and equal opportunity. It is the lead United Nations agency responsible for advancing reproductive health and rights and the United Nations sexual and reproductive health agency. UNFPA supports countries in using population data for policies and programmes to reduce poverty and to ensure that every pregnancy is wanted, every birth is safe, every young person is free of HIV/AIDS, and every girl and woman is treated with dignity and respect.

UNFPA kicked off the implementation of its 5th Country Programme in South Africa on 1 July 2020. The new country programme was developed through a consultative multi-stakeholder process led by the Government, under the leadership of the Department of Social Development and in collaboration with the United Nations system and other strategic partners. With a focus on closing inequality gaps at provincial levels in the Eastern Cape, Kwa-Zulu Natal and Limpopo, it is in line with the 2019 presidential Integrated District Development Model, and as endorsed by the Cabinet, local government structures, traditional authorities and President's Coordinating Council. UNFPA has been supporting activities and work streams since the start and in the midst of the COVID-19 pandemic, however, documentation of the programme was impacted by the pandemic.

Since the country is operating on Level Lockdown 1, it's an opportunity to engage in multimedia production and documentation in the following thematic areas of UNFPA: Gender Dynamics, Adolescent and Youth, SRH/ HIV/ GBV Integration and Population & Development portfolios.

UNFPA, therefore, seeks to contract a service provider to develop and produce multimedia and digital content in English, Xhosa and Zulu to advance the Country Office programme work. The digital multimedia content will be utilised as a tool to sensitise CO partners, donors and the general public, tell the UNFPA story and demonstrate results.

2. Scope of the Work

The service provider will ensure that the digital products and reports are following UNFPA's Corporate Identity guidelines, provide the best possible functionality and usability to UNFPA partners and contribute to the overall branding process. These programme results and findings need to be summarised and different multimedia communication packages developed for use through different media outlets and channels.

Guided by the Communication Analyst, the service provider will be required to:

- Travel to field locations to visually document, interview project stakeholders and gather relevant material relating to UNFPA projects in Eastern Cape and KwaZulu Natal;
- Have their own equipment and all copyright for all visual material will reside with UNFPA;
- Ensure the implementation and adherence to existing UNFPA branding and graphic guidelines.
- Document and illustrate the programme work of UNFPA in the two provinces, under the following portfolios: (1) Gender Dynamics, (2) Adolescent and Youth, (3) SRH/ HIV/ GBV Integration and (4) Population & Development portfolios.
- Interview stakeholders (loveLife, Soul City and provincial district partners) in English, Xhosa and Zulu

4. Scope of work

With UNFPA guidance, develop and plan digital production and post-production of multimedia products, including: Undertaking a 3-day mission to Eastern Cape, Alfred Nzo District and 3-day mission to Kwa-Zulu Natal, uThukela District to document the impact of the project in the Gender Dynamics, Adolescent and Youth, SRH/ HIV/ GBV Integration and Population & Development portfolios. Consolidate raw files and produce the following deliverables for each province:

- a) Travel and set up the location with quality lighting (especially indoors);
- b) Provide digital colour photographs of the interview (minimum 50 shots);
- c) Produce a series (8) branded four minute videos with appropriate sound and lighting;
- d) Produce a series (8) of high quality animated branded and editable videos profiling the CO thematic areas
- e) Produce (16) snippet videos of 2 minutes each and provide draft video snippets on DV format for editorial input.
- f) Produce (20) social media cards for use with mainstream and social media.
 - Clearly identify location, name and any relevant details of interviewees;
 - Obtain consent for video usage from concerned people/authorities (with support from UNFPA);
 - Provide shot list to guide in editing and B-Roll Use

5. Video requirements

It is imperative to abide by the following UNFPA Video Style Guideline accordingly:

Version Requirements: all videos should come with a full mixed version, and a clean version.

Full mixed version: Ready-for-release version.

- With music, subtitles, text on screens, etc.

Clean version:

- To be adapted into other languages or use.
- No music, no subtitles, no text on screens.
- Keep watermark/ logo bug on the upper right corner.
- Use the CLEAN version (no descriptor) of the ending logo animation.

Additional versions:

- Create a b-roll cut when necessary. (For example, send to UNIFEED)
- B-roll cut: no L or J cut. Straight cuts only. Keep nat sounds. No logos, no text. Color correction and audio adjustment should be applied if necessary.

Watermark/Logo bug:

- All videos should have the UNFPA logo watermark on the upper right corner.
- Exception: when the video is filmed with a UNFPA logo backdrop, the watermark should be omitted. Example: ED video statements.

Ending logo animation:

- The ending logo animation should be 2~6 seconds long, depending on the length limit.

Subtitles:

- For regular versions, subtitles should not exceed two lines.
- For square and vertical versions, subtitles should not exceed three lines.

Font:

- Roboto Regular or Roboto Bold.

4. Assignment duration

The duration of the assignment is therefore 1 November- 1 December 2021.

5. Service provider eligibility

The following criteria will be used for the selection of the service:

- I. Minimum 5 years' videography and photography with extensive experience in producing advocacy content; (40)
- II. Ability to assimilate & digitally communicate complex messages in a visually stimulating manner; (20)
- III. In- house proficiency in spoken and written Nguni languages: Xhosa and Zulu; (20)
- IV. Experience producing similar videos for corporates or multilateral organisations; (10)
- V. Capacity to produce quality content under short deadlines (10).

6. Proposal requirements

The proposal should include a company profile, a two-page summary of previous mandates- relevant to the scope of work in local languages. It should also include a detailed budget based on the deliverables presented above.

Interested applicants are requested to submit the following to zaf.admin@unfpa.org by close of business 27 October 2021.