

ANNEX 1 - TERMS OF REFERENCE

1. Name of the Assignment:

Multimedia Reference Guide (MRG) to Innovative Instruments for Effective Policy Communication and Multi-actor Facilitated Dialogue

2. Context and background information

The International Center for Human Development (ICHD) in partnership with UNDP Armenia, OxYGen Armenia, Westminster Foundation for Democracy and financial support of the governments of the UK and Sweden, is implementing a multi-actor project on “Modern Parliament for a Modern Armenia” project (hereinafter Project) for improving quality of legislative oversight and policy-making in Armenia since mid-2019.

In the framework of the Project UNDP Armenia and ICHD aim at enhancing capacities of the legislature to analyze, draft and amend legislation, in particular, via delivering capacity development and coaching programmes to the NA.

3. Purpose, objectives and scope

To this end, ICHD mobilises expertise to produce a multimedia reference guide (MRG) to innovative instruments for effective policy communication and multi-actor facilitated dialogue for MPs, NA staff, policy makers, think tanks, civil society and academia. The MRG is a multimedia presentation on THM and OTR instruments addressing key questions such as why, when and how use these tools, key components and competences to implement the processes, core benefits for key stakeholders and success stories. The MRG will serve as an online resource for facilitating dialogue and collaboration with civil society and citizens, and will be offered as a knowledge product for enhancing civic education.

The MRG will be produced utilising the Report on the Assessment of the Effectiveness of Policy Communication Instruments produced by the Expert on Policy Communication and Instruments that concentrates on the best practices of ICHD in this area that utilise their tailored state-of-the-art instruments of policy communication and multi-stakeholder facilitated policy dialogue, specifically the ICHD’s Off-the Record (OTR) discussions (policy discussions based on Chatham House rules and localised protocols) followed by two-pager policy briefs and ICHD’s town hall meetings (THMs).

ICHD will solicit services of an MRG Expert (individual or a firm), hereinafter referred as Contractor.

4. Working approach and methodology

Under the overall technical supervision and guidance of the Senior Research and Development Specialist and in close cooperation with the ICHD team, including the Expert on Policy Communication and Instruments, the Contractor shall accomplish the relevant tasks:

- Production of video (script writing, videography, editing, audio balancing, sub-titling, format exporting, archiving raw and edited work etc.) according to ICHD standards. The video produced

must be of the highest quality to adequately represent the organization. The optimal standards are: 1080 25p/1080 29.97p or 30p. All material should be shot in 16:9, HD 1080;

- The Contractor shall use their own HD quality video camera and professional editing software;
- Edit the footage in line with the script agreed and approved by ICHD team and produce a professional quality MRG;
- Record and edit narration/voice over where needed in according with guidance from ICHD team;
- Embed sub-titles in the video (Armenian, English);
- Audio balance the final product and convert it in formats for use on TV, radio, web;
- Clearly identify location, name and age of interviewees, quotes and any relevant details;
- Include appropriate ICHD branding and crediting of ICHD ownership for the MRG video;
- Full usage rights for music (or music for which copyright has been granted);
- All special effects should be produced by the production company and have no other authorship
- Soundtracks should be copyright protected since the final product will be distributed via Youtube, etc.
- Preference will be given to the company who have its own sound composer
- Preference will be given to the company who can create unique graphic design rather than using commercial templates available on the web

For the purpose of this ToR, the MRG is understood as an animated video story, not more than 24 minutes long, with using latest information technology, in Armenian with English subtitle by June 2021. MRG story consists of interlinked two parts presenting THM and OTR. The concept and style of each part should be same. The MRG must highlight effectiveness of ICHD innovative instruments for effective policy communication and multi-actor facilitated dialogue, including: interviews with local people (policy makers, decision makers, experts, citizens), document impact of communication instruments on policy reforms, decision making and local communities, importance of communication for all target groups, policy value of recommendations, interview with policy makers working on various reforms talking about ICHD communication instruments including OTRs. PBs and THMs, their value for development. The video must showcase success stories and lessons learnt related to policy communication and ICHD instruments and practices.

The Contractor shall provide key deliverables as per below outline and specifications:

Task	Specification
Development General Concept and the Detailed Script	Story: <ul style="list-style-type: none"> - Revolving story with theme – ICHD Innovative Instruments for Effective Policy Communication and Multi-actor Facilitated Dialogue – create a series of interlinked stories; - Create the conceptualization of ideas and creation of the storyboards that translate these ideas into visual form; - Two directional digital story, dialogues, interaction, voiceover, musical soundtracks.

	<p>Character:</p> <ul style="list-style-type: none"> - Developing characters as required, utilize the concept of less is more and meaningful; - Building props, environment and characters; - Characterization with get-ups, looks, appearances (this should go with our working district- local look and dialect); <p>Characters – policy maker, MP, expert, women and men, young people, people with disabilities to be created as needed. The appearance and the nature should reflect the ambience of the ICHD communication instruments and its locality. The Script and Characters shall be approved by the ICHD team.</p>
Story Board	After finalization and approval of the script by ICHD team, the Contractor will develop story board. This will give us an idea on how the story will look in visual representation
Production	<ul style="list-style-type: none"> - Shooting of the video (including interviews, animation and infographics); <p>Animation:</p> <ul style="list-style-type: none"> - Props & Background: building assets, characters-anatomy, costumes. etc.; - Animatics: This stage is done after story boarding. This process is critical as it gives a clear idea about the character’s performances; - Animation is actually giving life to the characters based on the story board and the animatics.
Post Production	<ul style="list-style-type: none"> - Lighting and Texture: This gives colour and mood to the scene (Shot); - Compositing and special FX: Putting all the rendered images/film files to derive the final output that is actually used for editing; - Colour correction: this is the final process helps to adjust the colour and brightness (Luminance) using video inside bin in the software; - Rendering and exported; - Music and sound effects – we need the final product in high resolution (Usage: social & digital media, email format, HD, to screen in QFX for promotion)
Editing and Final output	<ul style="list-style-type: none"> - Music should be used as the background to give the feeling and attachment as per the need; - Sound that related to community, school, villages etc. will be incorporated depending upon the story; - Titles and credits. - Developing a social media advert
Voice titration or subtitles	<ul style="list-style-type: none"> - Armenian/English/
Educational value	<ul style="list-style-type: none"> - Should be produced with the compliance of standards for complementary multimedia products - Should itself be a wholesome product to answer questions: what, why and how - Should be using modality principle of graphics/animation and narration - Script should have segmented principle, i.e. each part is presented in learners pace segments - Script should have personalized principle, i.e. presenting text in conversation rather than formal style - wherever possible),

	- Should have clear and precise writing style to be understandable by variety of social groups
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All activities and deliverables undertaken by the Contractor shall be discussed and planned in consultation with ICHD. The Contractor is expected to deliver each component of the work plan electronically.

The evaluation of the Contractor's performance will be based on:

- Completion of tasks specified in ToR;
- Compliance with the established deadlines for submission of deliverables;
- Quality of work;
- Demonstration of high standards of work with ICHD and with counterparts.

5. Qualifications and experience

The Contractor is expected to possess the following qualifications:

- At least ten years of experience in documentation work (videography/video editing, experience, collecting visuals, packaging and editing using professional software) of the project/program or the success for diverse audience;
- Demonstrated experience of conception, production and editing of mini video documentaries and PSAs;
- Experience covering social, humanitarian and development subjects will be an asset,
- Excellent writing experiences specially on the issues of policy communication, success and challenges for documenting the best practices with the human interest angles;
- The Contractor's team member should have field based experience on interacting with policy makers, policy community and stakeholders working on development issues and policy reforms in Armenia;
- Good understanding of policy communication;
- Experience with ICHD and/or international development partners and INGOs will be an asset;
- Knowledge on ethical standards in reporting will be an asset.

Head of Project

- At least 10 years' experience in TV and documentary production
- Fluent in Armenian, English, Russian
- Understanding of ICHD mission and its projects
- Past participation of ICHD Town Hall meeting

Scripter

- At least 10 years' experience in journalism and documentary
- Fluent in Armenian, English, Russian

- Ability to distinguish specifics of explanatory documentary
- Past participation of ICHD Town Hall meeting (preferable)

6. Submission of Proposal

Interested individuals and firms (offeror) shall submit a Technical and Financial Proposal, with description of their experience, as well as a portfolio of previous works.

All candidates who will accumulate the minimum points required for technical qualification will be included in the ICHD roster of videographers and contacted for video services on an as needed basis during April 2021 – March 2022.

The offerors shall prepare both the Technical and Financial Proposal in electronic format (in MS Word, MS Excel or *.pdf versions). In the cover letter of proposal the offeror must have to mention “Production of Multimedia Reference Guide (MRG) to Innovative Instruments for Effective Policy Communication and Multi-actor Facilitated Dialogue.”

The Technical Proposal should include, but not be limited to, the following:

- Short profile, including CVs, diploma of videography-related studies, references;
- Detailed portfolio (web links to produced videos) showcasing range of work (i.e. PSAs, interviews, documentaries, etc.);
- Demonstrated experience in videography on social issues;
- Production capabilities: quality video production, including related hardware and editing software.

The Financial proposal shall specify an all-inclusive fee for the MRG (video product), which should include filming charges, transportation expenses, post production, as well as crediting, subtitling and voiceover. The Financial Proposal should be in local currency (Armenian Dram).

The final selection will be based on the principle of “best value for money” i.e. achieving desired outcome at lowest possible fee.

If not included in the ToR, ICHD will not reimburse costs not directly related to the assignment. This contract does not allow payment of off-hours, medical insurance, taxes, and sick leave.

Proposals must be received by ICHD at the electronic address: mail@ichd.org no later than 06:00 PM on 7th of May, 2021.

7. Evaluation Process and Method

Each proposal will be first assessed on its technical merits. A maximum of 70 points is allocated to the technical proposal, and a further 30 points for the price component, with a maximum possible score of 100 points. Technical proposals will be evaluated based on a desk review. ICHD evaluators will read technical proposals and assess the quality of portfolios and submitted profiles. Scores from the desk review will be allocated according to the table below:

Technical Evaluation Criteria	Max. Points
Overall concord between ToR requirements and proposal	5
Range and depth of portfolio (i.e. PSAs, mini documentaries, interviews, etc.);	30

Qualifications/a minimum of 10 years' experience as professional videographer	15
Videography experience in development/social issues	10
Team have own office, equipment and required services to produce the MRG	10

8. Supervision Arrangements

The Contractor will report to the Senior Research and Development Specialist directly and via Expert on Policy Communication and Instruments, who will regularly communicate with the Contractor and provide feedback and guidance on their performance and all other necessary support so to achieve objectives of the assignment, as well as remain aware of any upcoming issues related to Contractor's performance and quality of work.

The Contractor will be directly supervised and evaluated by the ICHD Senior Research and Development Specialist. Payments will be rendered upon successful completion of each task, as per the schedule outlined below.

The Senior Research and Development Specialist and Expert on the Policy Communication and Instruments will supervise the overall process of the production and be the first contact for the Contractor.

9. Payment Schedule

Payments will be based on deliverables and will be made in local currency, within 10 days upon delivery and ICHD satisfactory review of services specified in the Terms of Reference.

The Contractor should submit the total budget in the proposal with detail breakdown including applicable taxes. The total amount will be paid in one instalment after accomplishing all the task with satisfactory output. The final product will be reviewed by ICHD.

ICHD reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, or not delivered for failure to meet deadlines.

10. Support provided by ICHD

ICHD will regularly communicate with the Contractor and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work.

ICHD will provide the Contractor with:

- Report on the Assessment of the Effectiveness of Policy Communication Instruments produced by the Expert on Policy Communication and Instruments that concentrates on the best practices of ICHD in this area that utilise their tailored state-of-the art instruments of policy communication and multi-stakeholder facilitated policy dialogue, specifically the ICHD's Off-the Record (OTR) discussions (policy discussions based on Chatham House rules and localised protocols) followed by two-pager policy briefs and ICHD's town hall meetings (THMs);
- Basic information on the relevant projects (reports, earlier developed human stories, ICHD-branded pictures);
- Branding and other ICHD guidelines on videos;

- Suggestions on the most suitable project sites, stories and relevant contacts.

11. Copyrights & utilization rights:

The copyright of all video materials produced (raw and edited) taken during the assignment will belong to ICHD. The videographers will obtain the relevant written consent for video usage from concerned people/authorities. Materials collected during the field trip cannot be used by any other parties other than ICHD. The Contractor irrevocably and unconditionally waives in favour of ICHD any moral rights that may exist in any of the works or materials.