



**TERMS OF REFERENCE FOR A MEDIA CONTRACT SERVICE TO
PRODUCE THREE VIDEOS**

Tender Reference: Hedayah/STRIVE/2021/V/15

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1. BACKGROUND INFORMATION

1.1. Partner country

United Arab Emirates (UAE)

1.2. Contracting Authority

Hedayah

1.3. Current situation

Hedayah is the premier international institution for capacity building, dialogue and communications, and research and analysis to counter violent extremism (CVE) in all of its forms, in support of long-term, global efforts to prevent and counter terrorism. In May 2015, Hedayah started the implementation of a six-year European Union funded Program, the STRIVE Global Program, with the overall objective of building the capacity of state and non-state actors to effectively challenge radicalization and recruitment to violent extremism, while continuing to respect human rights and international law. The specific objective is to work with local partners to design, implement and develop approaches that have a demonstrable impact on the threat posed by radicalisation and recruitment to terrorism. It will do so through the allocation of financial support to local implementing partners and the provision of expert support through targeted training and capacity building. Since the program started, Hedayah has funded 39 projects in Kyrgyzstan, Tajikistan, Georgia, Turkey, Albania, Bosnia & Herzegovina, Republic of North Macedonia, Montenegro, Serbia, and Jordan.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of this contract is to produce three videos for STRIVE Global Program visibility with a special focus on the activities implemented, results and the impact achieved. The audience will be donors and other CVE stakeholders interested on STRIVE achievements and impact.

2.2. Purpose and Results to be achieved by the contractor

The contractor will **produce three videos in total:**

1. A **3 min long video** on the work that local partners carried out within the STRIVE Global Program, highlighting the innovative approaches, good practices and real impacts;
2. A **1 min long promotional video** summarizing the goal of the program, the capacity building approach used with the grantees, the geographic areas covered and thematic;
3. A **1 min long promotional video** showing the impact achieved by the program.

Hedayah will provide the materials (including footage) for the video production: relevant information about the program, projects' description, pictures and videos,

Communication and Visibility Requirements for European Union External Actions and Hedayah visibility and branding guidelines.

The videos will gain visibility on Hedayah's website and other media platforms under the STRIVE Global program.

3. ASSUMPTIONS & RISKS

3.1. Assumptions & Risks underlying the video production

- Video format is accessible and allows its use in Hedayah's website, YouTube channel, and other media platforms.
- Hedayah will have full ownership and copyright of, and industrial and intellectual property rights to, all communication and visibility (C&V) materials and products ("results") developed in support of EU-financed external action covered by this contract.

4. SCOPE OF THE WORK & BUDGET

4.1. Description of the assignment and specific work

PHASE I-Design and Conceptualization

Hedayah will brief the Contractor on the program and will provide all the information and media materials.

The Contractor will be responsible for analyzing all the provided program information and media materials. The Contractor will submit to Hedayah an inception report proposing, at least, two different scripts and initial storyboards for each video.

PHASE II-Development of videos' demo version

Upon Hedayah's selection and feedback, the Contractor will work on the development of the storyboards based on the final scripts selected for each video.

Upon feedback from Hedayah on the storyboards, the Contractor will develop a full draft of the videos.

The Contractor will ensure Hedayah's and European Union's visibility.

PHASE III-Development of the videos' final version

Upon Hedayah's feedback on the three videos in full draft versions, the Contractor will work on the final version.

The Contractor will provide three videos by the end of the contract.

4.2. Project management

4.2.1. Responsible body

Hedayah's STRIVE Global Program Team and Dialogue & Communications Department.

4.2.2. Management structure

The STRIVE Global Grant Officer will be the focal point from STRIVE Global Program Team. The Senior Communications Officer will be the focal point from Dialogue & Communications Department. Both staff will be responsible to manage and monitor the assignment and will appoint other staff for specific activities when necessary. Any final decision coming from Hedayah will take into consideration Capacity Building Programs Department advice and STRIVE Global Program Board statement.

4.2.3. Facilities to be provided by the Contracting Authority and/or other parties

The Contractor will work with his own equipment and Hedayah will facilitate any program information and media materials.

4.3. Budget

The maximum budget available for this contract is **EURO 20,000.**

Payment will be made in three instalments (25% - 35% - 40%) upon deliverables of the project milestones:

- 1) Inception report, including scripts and storyboards
- 2) 3 full draft video versions
- 3) 3 final edited video versions, including the transfer of all raw footage

5. LOGISTICS & TIMING

5.1. Location

The assignment is online. Follow up meetings will be set as per Abu Dhabi (United Arab Emirates) local time.

5.2. Start date & Period of implementation of tasks

The intended start date is August 2021 with ten weeks of implementation period.

N°	ACTIVITIES	Month 1				Month 2				Month 3				Coordination
		1	2	3	4	5	6	7	8	9	10	11	12	
1	Phase I –Briefing - analysis of information /inception report	X	X	X										Hedayah/ Contractor
2	Phase II- Demo versions				X	X	X	X						Hedayah/ Contractor
3	Phase III-Final versions								X	X	X			Hedayah / Contractor

NOTE: *This table is illustrative; contractor will submit a precise schedule with deadlines for each activity.*

6. EXPERTISE REQUIREMENTS & FACILITIES

6.1. Staff/Experts

In order to deliver an appropriate product, reach the objective and achieve the expected results of this contract, the Contractor will assign for the performance of the different activities, if required, the appropriate expert/s with extensive experience in video production. The Contractor will have to prove in his offer that s/he has access to the appropriate expert/s with the required profile. The Contractor shall select and hire other media experts as required according to the project needs. The selection procedures used by the Contractor to select these other experts shall be transparent, and based on pre-defined criteria, including professional qualifications and work experience. The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer. Specific skills include:

- Produce high-quality content with broadcast-quality audio and video;
- Convert complex information into digestible and innovative content that gets to the core of the story;
- Exceptional communication skills, sensitivity to others and strong coordination skills and understanding the importance of being professional at all times;
- Collaborate closely with Hedayah's communications team on story preparation, any video shooting and post-production;
- Secure content creation release forms, model releases and obtain licenses or permits as needed.
- Access to stock footage libraries that will not incur any additional costs to Hedayah.

6.2. Facilities provided by the Contractor

The Contractor shall ensure that the expert/s are equipped. The Contractor shall also ensure that his employees are regularly paid and in a timely fashion. Hedayah will provide access to the necessary information for the staff performance.

6.3. Equipment

No equipment is to be purchased on behalf of Hedayah as part of this service contract or transferred to Hedayah at the end of this contract. Any equipment related to this contract, which is to be acquired by the Contractor, must be purchased by means of a separate supply tender procedure. It is expected that the Contractor has access to professional editing and video filming equipment.

7. REPORTS

7.1. Reporting requirements

The Contractor will submit the following reports to Hedayah:

- **Inception report** for submission after three weeks from the contract's start. In the report the Contractor shall describe the initial findings, video design proposals for each category (at least, two scripts and/or storyboard per video), and any difficulties encountered or expected in order to be able to deliver the expected product. **Final report for submission once the**

final versions of the videos are produced. The content of the report should follow the structure below:

- Introduction
 - I. Objective
 - II. Working method
- Analysis
 - III. Analysis of the initial situation
- Action
 - IV. Script/storyboard proposals
 - V. Development of demo versions
 - VI. Final video versions
- Expenditure
- Conclusion
- Recommendations

The report shall contain a sufficiently detailed description of the product and each development phase, and the work accomplished by the staff assigned to the project.

The final report must be submitted along with the corresponding invoice for last payment, and the final deliverables (videos). Final payment will be made upon final report and product (videos) approval by Hedayah.

8. SUBMISSION OF PROPOSALS & SELECTION CRITERIA

Contractors interested in applying to this tender should send the proposal providing the following documents and information:

- Cover letter (with date and signature) indicating the tender reference and a list of the documents attached.
- A technical proposal (following Annex III template) including all the requirements mentioned in this ToR, with a clear description of the operational work, background/expertise of the contractor and a list with the members of the team proposed with a brief description or curriculum vitae of each staff technical profile.
- A financial proposal/budget forecast in EURO including a price breakdown based on the outputs/deliverables in this Terms of Reference.
- Documentary proof or statements required under the law of the country in which the company is effectively established.
- Duly authorized signature: an official document (statutes, power of attorney, notary statement, etc.) proving that the person who signs on behalf of the company is authorized to do so.
- Relevant sample of previous work done of similar characteristics.

Offers should be sent by COB **1 August 2021** to the following e-mail address:

strive.admin@hedayah.ae

with the subject **“video tender”**

Questions may be sent to the same e-mail address indicating clearly the tender reference in the subject.

If the contractor is selected, additional documents will be requested:

- A copy of the diplomas mentioned in the CV/s of the expert/s proposed and a copy of employer certificates or references proving the professional experience indicated in the CV/s.
- Documentary evidence of the financial and economic capacity of the contractor.

Selection criteria

Rationale- maximum 25 pts

Strategy- maximum 45 pts (the assessment of the team members proposed is part of the strategy)

Back up function- maximum 10 pts

Timetable of the activities- maximum 20 pts

Overall total score = 100

Only tenders with average scores of at least 75 points qualify for the financial evaluation.