



United Nations Population Fund  
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## **REQUEST FOR QUOTATION - RFQ/MDV/16/004**

Dear Sir/Madam,

We hereby solicit your quotation for provision of the following services: **Production of 3 UNFPA short OpDocs** (Opinion Documentaries) based on "Youth Analysis" and "Policy Implications" report from 2014 Census. The videos will be placed on UNFPA and UNFPA Maldives Country office websites, will be shown at conferences, workshops and used in other electronic or online media.

### **TERMS OF REFERENCE**

#### **Background**

The World Population Day is marked on 11 July to focus attention on the urgency and importance of population issues in the context of overall development plans and programmes and the need to find solutions for these issues. World Population Day 2016 will underscore the importance of **investing in teenage girls**, and will be marked in partnership with the Maldives National Bureau of Statistics.

UNFPA seeks a filmmaker to develop a series of short OpDocs (Opinion Documentaries) to help kickstart discussion about issues raised in the new *Youth in the Maldives*, a thematic analysis of the 2014 Census produced by UNFPA in collaboration with the National Statistics Bureau.

We seek a creative film maker to seek out developing stories, flashpoint issues, and elevate them through storytelling to a global audience, before they are news.  
See Annex 1 for further background on relevant population issues.

#### **Purpose**

Produce three short OpDocs (Opinion Documentaries), each no longer than 2 minutes, **that each tell a story** illustrating different key points and themes from UNFPA's youth analysis of the 2014 Census.

These OpDocs' audience is the Maldivian public generally and policy-oriented people in particular. These OpDocs are intended as a persuasive advocacy tool. Through **strong, tight narrative plotting, each OpDoc needs to (1) tell a story** (preferably using real people and their voices), that **(2) illustrates a theme from UNFPA's youth analysis**, and which **(3) underscores why there is now an urgent need** in Maldives for the right policies and investments that will enable young people to achieve their full potential.

The motivating argument for these videos is that Maldives' economy and society are poised to potentially grow faster than ever before — this is called the demographic bonus.

However, to make this decades-long growth spurt happen, we need the right policies and investments *now*. For further details, please refer to UNFPA’s “Youth Analysis” of the 2014 Census, as well as its “Policy Implications” analysis. These publications’ main findings should be used as a basis of reference and inspiration for the themes and stories that the filmmakers will present.

### **Make It Look Like This**

The following are referenced for purposes of illustrating the desired aesthetic and production values, as well as for clarifying the genre and format conventions required for this OpDoc assignment. Please review recent videos from these sources before undertaking this assignment (Note: UNFPA does not necessarily endorse any content, or views expressed therein, accessible through these external links):

- [AJ+ Docs](#)
- [NYT: OpDoc](#)
- [Vice: Vice Reports](#)
- [Vice: Profiles](#)

### **Output**

- (1) Three (3) videos with running times of no longer than two minutes (2 min 0 seconds) each.
- (2) Video should be shot in HD format 1080/50 i
- (3) Trailer/teaser(s) of the video for use in social media and other web platforms
- (4) Film maker will be expected to provide evidence of subjects’ consent to interviews and distribution of their images.
- (5) Film maker will be responsible for identifying and contacting interview subjects.

Specific deliverables:

- 2x Apple Pro Res 422 QuickTime or 422 GQ versions delivered on a hard drive or if possible a USB flash drive (depending on the size), one with subtitles and the other without.
- In addition, a H264 compressed version of the video of both versions listed above shall be delivered on the same hard drive or USB flash drive if possible
- The audio must be delivered on 4 tracks. Track 1 and 2 full stereo mix. Tracks 3 and 4 music and effects un-dipped
- A time-coded subtitle file in .SRT format
- Submit 3 copies of the video on DVD at full resolution. One with subtitles, the second one clean and the third copy to running time code on screen time.

### **Intellectual property**

All materials produced, including footage not used in the final cut, and any machine-readable code developed in the production process, will remain the property of UNFPA and NBS; copies will be retained by both UNFPA and the filmmaker (at their option) at the conclusion of this project.

### **Concept**

The selected contractor will develop storyboards in close consultation with UNFPA, based on the following concept. Editing will be done in close consultation with UNFPA.

1. Develop a narrative trajectory for each video — preferably spotlighting real people and their voices whose story illustrates the youth monograph’s main themes and findings. Sources of inspiration for story development may be found in the analyses:

- a. Noteworthy statistics on needs of young people
  - b. Broader population issues
2. Policy implications
- a. Establish contrast between how things are now
  - b. And what kinds of changes (policies) the situation requires.
  - c. Refer to UNFPA’s “Policy Implications” analysis for guidance.

After viewing, viewers should be able to understand what the demographic dividend is, and why policies that ensure inclusive growth, opportunities, and well-being for young people are necessary.

**Timeline**

Description of activities	Week 1							Week 2							Week 3					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1. Briefing																				
2. Present/approve conceptualized script																				
3. Present first draft of video																				
4. Submit teaser/trailer																				
5. Feedback and revisions*																				
6. Submit deliverables upon final approval																				

\* The selected contractor must be flexible to incorporate feedback from UNFPA until the output is approved by UNFPA.

**Expenses**

UNFPA will facilitate all contacts, **but the selected contractor will be responsible for all logistical pre-arrangements and costs** (i.e. camera crew, travel, equipment etc.) **and for all arrangements and cost for the production of the video-clips.**

**Qualifications and experience**

- a. The contractor should have sound experience in developing video content, preferably for international development organizations.
- b. The contractor should have country experience.
- c. The contractor must show tact and cultural sensitivity at all times.
- d. The contractor must have excellent interpersonal and communication skills and ability to work with a wide range of stakeholders.
- e. The contractor must have excellent spoken communication skills in English and Dhivehi.
- f. Selection of the contractor will be based on creativity, availability and competence judged based on previous work.

## **Annex 1: Background on relevant population issues**

There are an estimated 105,000 young people (10 to 24 years old) in the Maldives, comprising over a quarter of the total resident population. The large youth population can pave the way to a demographic dividend, provided timely inputs are made in young people's human capital. With the right policies and investments, young people can be empowered to drive economic and social development and boost per-capita incomes. The demographic dividend should be harnessed to achieve inclusive growth and offer opportunities and well-being for all, including empowerment of women and girls, and taking into account the needs and rights of the most marginalized populations. Ensuring that young people are educated, healthy and provided with decent employment opportunities is of paramount importance to enable young people to fulfil their potential, to ensure that their needs are met and for Maldives to reach the Sustainable Development Goals (SDGs).

## **Annex 2: Submission of the Quotation**

Please prepare:

1. A short technical proposal (five pages maximum) including the following:
  - a. The proposed consultant's qualifications (including CV and contact details);
    - i. Expected Qualifications:
      1. Ability to capture video and audio (interviews, voice-overs) and edit them into packaged stories
      2. Ability to produce stories on a quick turnaround under tight and variable deadlines
      3. Technical ability to apply required online video standards for format, style, messaging
      4. Experience in field production, track record in producing development stories and videos
    - b. Description of the proposed consultant's experience with and ability to write and edit stories that conform to professional journalistic standards
    - c. Three examples of similar types of work outputs with a short description of the purpose (these will not be circulated further)
    - d. Two contacts for whom the filmmaker has done similar work (name, telephone, email, organization, brief description of work)
  - b. Description of the proposed consultant's experience with and ability to write and edit stories that conform to professional journalistic standards
  - c. Three examples of similar types of work outputs with a short description of the purpose (these will not be circulated further)
  - d. Two contacts for whom the filmmaker has done similar work (name, telephone, email, organization, brief description of work)
2. A price quotation (a Word version of the price quotation form specified below is included as an attachment with this RFQ)
3. Filmmakers responding to this request should quote a per video price. If budget is not available, we will use the filmmaker's response on a smaller scale (subject to the filmmaker's agreement).
4. All prices should be in Maldivian Rufiyaa (MVR).

### **Annex 3: Technical and Financial Evaluation**

Evaluation and selection of the filmmaker will be based on the technical proposal and the price quotation.

Evaluation criteria for the technical proposal are:

1. Experience providing similar services/producing similar outputs (50%)
2. Relevance and achievability of proposed activities and timeline (30%)
3. Demonstrated understanding of the services required (20%)

The price quotation will be evaluated using the formula provided below:

1. The lowest quotation will receive a financial score of 100 points
2. The financial score of the other quotations will be calculated as follows:

$$\frac{100 \times [\text{Lowest price}]}{[\text{Price of quotation being evaluated}]}$$

### **Total Score**

The maximum total score is 100 points. The total score for each bidder will be the weighted sum of the technical score and financial score and will be determined as follows:

$$\text{Total Score} = 70\% \text{ Technical Score} + 30\% \text{ Financial Score}$$

The contract will be awarded to the proposal submitter who will secure the highest combined score and at least 70 points from the technical evaluation.

The technical proposal and price quotation should be sent as two separate files by email to [maldives.office@unfpa.org](mailto:maldives.office@unfpa.org) **no later than 31 May 2016 by 14:30 hours (Maldives time)**.

**Any questions shall be submitted in writing to the focal point below.**

Name of Contact Person in UNFPA: Mohamed Haneef

Email address of Contact Person: [haneef@unfpa.org](mailto:haneef@unfpa.org)

### **Special Conditions**

1. This request for quotation is open to all national suppliers who are legally constituted. Therefore, quotations will be accepted from companies only; quotations from unincorporated individuals will not be accepted.
2. Copyright, patents and other proprietary rights to all content created during these assignments (photography, video, audio) will be handled per clause 9 of the General Terms and Conditions of UNFPA. Any exception expected by the prospective bidders should be communicated to UNFPA with the technical proposal.
3. Copyright: All materials produced, including footage not used in the final cut, and any machine-readable code developed in the production process, will remain the property of UNFPA and NBS; copies will be retained by both UNFPA and the filmmaker (at their option) at the conclusion of this project.
4. UNFPA shall have the perpetual, non-exclusive, royalty-free right and license, without right of sublicense, to reproduce, distribute and display the photographs, videos and derivative works on materials, printed, electronically or online, that bear the UNFPA logo (including co-branded materials). Images may be cropped or extracted from the videos to fit into the UNFPA and/or UNFPA Maldives website.



**Price Quotation Form**

Name of Bidder: \_\_\_\_\_

Date of Bid: \_\_\_\_\_

Request for Quotation No: RFQ/MDV/16/04

Currency of Bid price: Maldivian Rufiyaa (MVR)

Delivery time: \_\_\_\_\_

Expiration of Validity of Quotation: \_\_\_\_\_

*(must be valid for at least 90 days from the date of submission)*

Price Schedule:

Item	Description	Unit of Measure <sup>1</sup>	Unit Rate MVR	Number of Units
<b>1. Fees</b>				
1				
2				
3				
	<b>TOTAL</b>			

*Vendor's Comments:*

I hereby certify that this company, which I am duly authorized to sign for, accepts the terms and conditions of UNFPA and we will abide by this quotation until it expires.

***Signature and seal***

\_\_\_\_\_  
<sup>1</sup> For example, each