

Terms of Reference

Long-Term Arrangement for the provision of video production services

I. Background

UNICEF Viet Nam is one of more than 190 offices of the United Nations Children's Fund globally and part of the United Nations system in Viet Nam. Working in close collaboration with the Government and all UN agencies in the country, UNICEF promotes and protects the rights of all children, especially the most vulnerable.

To support its communication, advocacy, and resource mobilization efforts, UNICEF Viet Nam requires high-quality video content for use across multiple platforms, including social media, broadcast, and in-person events.

This TOR aims to establish **Long-Term Arrangements (LTAs)** with two qualified video production companies to ensure the availability of professional video production services to meet UNICEF's ongoing content needs for an initial **period of two years (2025-2027)** with possible extensions subject to satisfactory services provided. The estimated expenditures for two years for these services is US\$70,000.

II. Objective

To engage experienced and qualified video production companies in the creation of high-quality video contents to support UNICEF Viet Nam's campaigns, programmes, and advocacy initiatives.

III. Description of services

Selected companies will be responsible for the production process of various video formats, as well as the provision of B-rolls for future usage by UNICEF including but not limited to:

- Short-form videos (30s–2 min) for social media and digital platforms.
- Long-form documentary-style videos (3–10 min) showcasing UNICEF's programmes, impact stories, and advocacy messages.
- Animated explainer videos to illustrate complex issues and programme interventions.
- Event coverage videos capturing UNICEF activities, conferences, and field visits.
- Interview-based videos featuring testimonials from beneficiaries, UNICEF representatives, and partners.
- Short-notice deployment to areas impacted by storms, floods, and other sudden disasters to document impact on children and UNICEF's response.
- Live streaming support for UNICEF events, including setting up multi-camera productions.
- The company will provide a 2-4-minute B-roll with raw footage and shot lists from all field missions for future content development.
- Post-production editing including motion graphics, subtitling, translations, and accessibility features (e.g., sign language interpretation, closed captions).
- Scriptwriting and storyboarding in collaboration with UNICEF's communication team.
- Aerial/drone videography to capture landscapes and programme implementation in rural and urban settings (subject to local regulations).

Technical Requirements

Interested companies must meet the following technical requirements:

- **Production Quality:** Ability to produce videos in 4K and Full HD (1920x1080) with professional-grade cameras.
- **Audio Quality:** Use of high-quality microphones and sound recording equipment, including lapel mics and boom microphones.
- **Editing and Post-Production:** Expertise in professional editing software (e.g., Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve).
- **Graphic Design and Animation:** Capability to produce motion graphics, infographics, and animations using After Effects or equivalent software.
- **Multi-Language Support:** Capacity to provide English and Vietnamese subtitles, dubbing, and translations.
- **Drone Videography:** Licensed and experienced drone operators with compliance with aviation regulations.
- **Turnaround Time:** Ability to meet tight deadlines, especially for urgent content needs.
- **Secure Storage and File Transfer:** Use of cloud-based file-sharing platforms (e.g., WeTransfer, Dropbox, Google Drive) with proper data security measures.

IV. Qualification requirements

- National companies or representative offices/branches of international companies registered in Viet Nam
- Minimum of two years of experience in video production.
- A demonstrated portfolio showcasing high-quality video production.
- Capacity to work on short deadlines and flexible schedules.

V. Structure of the proposal

Companies should submit a **Technical Proposal and a Financial Proposal separately**.

- **Technical Proposal should contain the mandatory documentation/information listed below:**

1. Company profile.

- 1.1 Background and capacity: Provide latest Business Registration Certificate (one scanned copy), a brief description of the company, including its main creative strengths and approach to design.
- 1.2 Resources and assignment of tasks: Describe the availability of resources in terms of personnel and facilities. Describe the structure of the proposed team/personnel, and the work tasks (including supervisory). Special attention should be given to providing a clear picture of roles, responsibilities and accountability.
- 1.3 Please explain your extended network of collaborative partnerships and which areas of your production line are outsourced work.
- 1.4 Please note that UNICEF requires an account manager/focal point for each project/assignment.

2 Methodology, project management and quality control.

- 2.1 The proposal should describe the organization's methodology used to provide the services,

including approach to quality assurance, urgent services, delays in timelines, correction of mistake and mitigation of risk in identified areas.

2.2 Describe the potential risks that may impact quality or timely completion of expected results. Describe measures that will be put in place to mitigate these risks.

2.3 Please summarize the approach and do not send attachments.

3. Experience and references

3.1. Previous or current projects. Please provide the company portfolio that demonstrates the range of services and experience the company offers. The description should include the most compelling cases showcasing the company's expertise.

3.2. References. Companies should include at least three (3) client references, along with a brief description of the services provided.

- **Financial proposal should be prepared based on the template attached as Annex 1-Price schedules.**

Proposals submitted in any other format will not be considered. Rates will be applicable over the whole duration of the LTA. All costs should be indicated in Vietnam Dong (VND), excluding VAT.

Rates quoted must be all-inclusive and therefore taken together sufficiently to cover the efforts of teams assigned to each assignment. Rates will also include all associated costs such as those required for communications, IT infrastructure, supplies, and other forms of "contingencies", "overhead", "indirect costs", or "administrative expenses". The rate should take into account average expected global inflation/ escalation rates over the duration of the LTA as well as any discounts based on volume of business.

Given that UNICEF's funding is entirely provided by volunteer donations from individuals, companies, foundations and governments, bidders are invited to also contribute by providing pro-bono support to some of the services described in Section III.

VI. Evaluation process and method

Proposals will be reviewed following a three-step process:

1. Mandatory requirements check for completeness of proposals and compliance.
2. Technical evaluation (70 points)
3. Evaluation of Financial Proposal (30 points)

A maximum of 70 points will be allocated to the Technical Proposal, with a further 30 points for the price component, for a maximum possible score of 100 points.

Mandatory requirement check

Proposals will first be reviewed for their completeness in terms of the documentation/information requested in Section V and their compliance with its requirements. Only proposals that meet mandatory requirements will be subject to technical evaluation.

Technical evaluation (70 points)

Technical Proposals will be evaluated on the criteria outlined in Table 1 below. Only those proposals that score minimum 50 points will be considered technically compliant and will proceed to the financial evaluation. All other proposals will be disqualified.

Table 1: Technical evaluation criteria

Criteria	Points obtainable
<i>1. Company profile and methodology</i>	
1.1 Background and company approach	10
1.2 Project management, quality assurance procedures and risk mitigation	10
<i>2. Organizational resources</i>	
2.1 Company resources	10
<i>3. Experience and capacity</i>	
3.1 Expertise	15
3.2 Quality of overall portfolio	15
3.3 Creativity of work examples	10
Total	70

Financial evaluation (30 points)

Technically qualified proposals will then be evaluated on the financial proposals which should be submitted in the format outlined in **the Annex I_ Price Schedules**.

Price quotations will be awarded a score as per the formula below, with a maximum score allocated of 30 points.

A proposal offering the lowest total costs in a certain category will be awarded 30 points, all other price proposals receive scores in inverse proportion per the following formula:

Formula: Score for price proposal X = (Maximum score for price proposal (e.g. 30) * Price of lowest priced proposal) / Price of proposal X

Awards

Weighted ratio between technical and financial evaluation: 70:30

The proposals obtaining the minimum 80 points and higher after adding the scores for the technical and financial offers are the proposals that offer best value for money and will be recommended for award of the LTA.

VII. LTA Contracting Modality

The LTAs to be signed will have **fixed fee rates for two years**; however, UNICEF is not obliged to order any minimum level of services during the term of the LTA as this will depend on needs. An increase on the fee would, if justified, be agreed at the end of second year at the time of extension of the LTA for up to one more year upon satisfactory performance of the LTA contractor(s).

VIII. Management

Under the overall supervision of the Chief of Communication and Advocacy, and Communication Officers, UNICEF Viet Nam.