Terms of Reference

REFERENCE: Selection of Company for Video and Photo shooting services under "Support to the development of small family businesses in the Sheki - Zaqatala Economic Zone through ABAD regional centre in Balakan" project. RFP N ABAD 02/2020

Position: Rendering Video and Photo shooting services. The proposal should be signed and stamped.

Project Title: "Support to the development of small family businesses in the Sheki-Zaqatala Economic Zone through ABAD regional centre in Balakan"

Duration of Engagement: 30 July 2020 – 30 October 2020

Duty Station: Sheki-Zagatala region

Office: UNDP Azerbaijan

a. Background

The overall objective of the project is to contribute to the socio-economic development of the regions of Azerbaijan through enhancing capacity of the ABAD regional centre in Balakan and fostering the creation of modern and sustainable family businesses in rural areas, and enabling equal opportunities and inclusivity in line with European standards and practices. Through collaboration with and provision of support to the work of “ABAD” public legal entity and selected target families, the project will address the challenges that prevent and impede the development of community-based family businesses and rural entrepreneurship, economic regeneration and job creation in the Sheki-Zaqatala Economic Zone.

The project will contribute to the Sustainable Development Goal 8: “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; Target 8.5 “By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value. The overall objective of the project is to increase the role of the civil society in advancing socio-economic rights of vulnerable populations.

b. Objective of the assignment

The general objective of the assignment is hiring a Local Company to shoot 45 video clips and 44 photo-sets of Project families under the supervision of the Project Lead Expert. The Local Company shall film and edit videos and photos with set requirements and in close cooperation with the Project Lead Expert for any immediate amendments and/or alterations. The Local Company should take into consideration that the final version of edited videos will be accepted upon receiving a confirmation email from the Project. Videos will cover the selected family business activities and be 1-1.5 minutes long for each family. Product and brand placement, strong social and commercial message must be an integral part of videos. 44 videos in total will cover family business, 1 video will cover family businesses’ integration to regional ABAD office activities. Minimum 3 photos, based on the Project Lead Expert requirements must be submitted for each family.
c. **Technical assistance and supervision**

The Local Company will work in close collaboration with the Project Lead Expert.

d. **Scope of Assignment**

The Local Company shall consider the following topics when editing the videos course:

- **Technical editing**
  - 44 video-clips, in a commercial style, also delivering a strong social message must be filmed and edited as requested by the Project Lead Expert with support of company’s producer/director
  - Keep the length of the final videos not more than 1.5 minutes
  - All cut parts must be discussed with the Project Lead Expert
  - All special effects must be applied by the request of the Project Lead Expert
  - Drone footages are required
  - 45th video clip must be from 2 up to 3 minutes long
  - Company must propose scenarios through its professional staff to Project’s Lead Expert
  - Photo sets must deliver a strong message of family business, production quality, overall ecological and natural surroundings of production places
  - All final products must include logos, provided by the Project

- **Background music**
  - There should be different background music for each video
  - Music should be low in volume enough to keep talks on the video clearly hearable
  - The music should be local Azerbaijani/World instrumental, jazz, etc. (to be pre-agreed with the Project Lead Expert) and should be free to use for non-commercial cases (all possible copyright infringement cases are the responsibility of the Local Company)

- **Language and subtitles**
  - All videos shall be in Azerbaijani. There should be subtitles in English
  - No automatic subtitles are allowed. All dialogues should be kept in a literary style subtitles.

- **Logo placement**
  - Project logos must be placed on the video screen on the top. Sizes should be agreed with the Project Lead Expert. All required information will be shared by email to the Local Company.
  - Opening and Closing sentences about the Project should be at the beginning and the end of videos. Each sentence must stay on the screen for 3-4 seconds. The Project information may be a video-cadre for itself or an integral part of the opening sequence, decided by Company’s Stage director and/or Producer.

e. **Deliverables**

<table>
<thead>
<tr>
<th>N</th>
<th>Deliverable</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Long sets of videos of: regional sights, landmarks, project production places, delivery loads, raw material collection/delivery to integrate with dialogues of the final videos</td>
<td>Within 50 days</td>
</tr>
<tr>
<td>2</td>
<td>45 Video and 44 photo shooting, presentation of drafted video and photo content, long sets to be edited. Last decisions on filters, music, style, presentation with Project Lead expert.</td>
<td>Within 70 days</td>
</tr>
<tr>
<td>3</td>
<td>Final version of videos and photos, studio edited, professional voice.</td>
<td>Within 90 days</td>
</tr>
</tbody>
</table>
The prepared photo, video products will be property of UNDP and shall not be given to third parties, or used without prior content of UNDP.

f. Detailed provision of monitoring and progress controls, including reporting requirements, frequency, format and deadlines;

Monitoring and progress control will be conducted by the Project Lead Expert in consultation with the UNDP Programme Officer.

Reporting, its frequency, format and deadlines will be done in accordance with the phases and deliverables shown in the respective section below.

g. Deliverables, timing and proposed payment terms

The Company should take into consideration that the service fee/the offer should be inclusive of service fee, translations and other related expenses. The payment will be a **lump-sum** payment upon successful completion of the task subject to approval of the UNDP and submission of the all deliverables.

h. Approval Process

The authorisation for payment will be made after acceptance of all deliverables by Project Lead Expert.

i. General qualification Requirements

The company should provide:

- **X** Company Profile
- **X** Technical proposal, methodological approach to work
- **X** Financial proposal, **password protected** as indicated above
- **X** Tax Registration/Payment Certificate issued by the Internal Revenue Authority evidencing that the Bidder is updated with its tax payment obligations, or Certificate of Tax exemption, if any such privilege is enjoyed by the Bidder
- **X** Certificate of Registration of the business, including Articles of Incorporation, or equivalent document if Bidder is not a corporation
- **X** Official Letter of Appointment as local representative, if Bidder is submitting a Bid in behalf of an entity located outside the country
- **X** Quality Certificate (e.g., ISO, etc.) and/or other similar certificates, accreditations, awards and citations received by the Bidder, if any
- **X** List of proposed Personnel and their Resumes that show capacity and performance of the minimum requirements;
- **X** Acceptance of General Terms Conditions;
- **X** Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List
- **X** VAT excluded from the financial offer
- **X** Proven Track Record of Video and Photo Works including links to previous video and photo works conducted in past
g. Criteria for the Assessment of Proposal

Combined scoring method as per below:

The Technical Proposals will be evaluated on the basis of their responsiveness to the Terms of Reference and other documentation provided, applying the evaluation criteria and point system specified below. Each responsive Proposal will be given a technical score. A Proposal shall be rendered non-responsive at this stage if it does not substantially respond to the RFP particularly the demands of the Terms of Reference, which also means that it fails to achieve the minimum technical score indicated i.e 70 points out of 100

In the second stage, only the Financial Proposals of those Proposers who achieve the minimum technical score (i.e. 70) will be opened for evaluation for comparison and review. The Offeror that did not meet the minimum passing technical score based on technical evaluation, will not be considered during financial stage of evaluation.

<table>
<thead>
<tr>
<th>Summary of Technical Proposal Evaluation Forms</th>
<th>Score Weight</th>
<th>Points Obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Company background/experience including but not limited to:</td>
<td>40%</td>
<td>40</td>
</tr>
<tr>
<td>- Minimum of 2 years of experience in photo/video filming, editing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Proven track record of video and photo works</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Necessary technical base and equipment, travel possibilities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Proposed Methodology, Approach and Implementation Plan</td>
<td>20%</td>
<td>20</td>
</tr>
<tr>
<td>3. Professional key staff qualifications based on Provided CVs of proposed team.</td>
<td>40%</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

Rating the Technical Proposal (TP):

\[
TP \text{ Rating} = \left( \frac{\text{Total Score Obtained by the Offer}}{\text{Max. Obtainable Score for TP}} \right) \times 100
\]

Rating the Financial Proposal (FP):

\[
FP \text{ Rating} = \left( \frac{\text{Lowest Priced Offer}}{\text{Price of the Offer Being Reviewed}} \right) \times 100
\]
### Total Combined Score:

\[(TP \text{ Rating}) \times (\text{Weight of TP, e.g. 70%})\]  
\[+ (FP \text{ Rating}) \times (\text{Weight of FP, e.g., 30%})\]

**Total Combined and Final Rating of the Proposal**

**Note 1:** offers that are rated 70% and above for technical evaluation will participate in the next stage of proceed.

**Note 2:** The Contractor will be responsible for all issues connected to the implementation of tasks, including payment of lump sum for local field workers.

Offer should include lump sum with taking into consideration all visits of experts to pilot zone (field trips/works, professional fees, interviews, transportation, hotel fees, accommodation and all other related etc.) excluding expenses for training participants which will be covered by the project separately.