

## **TERMS OF REFERENCE**

### **A. INTRODUCTION**

The United Nations Office for Disaster Risk Reduction (UNISDR) is seeking the services of a creative agency to promote the 2015 United Nations Sasakawa Award for Disaster Risk Reduction from November 2014 to March 2015. The promotional campaign should lead UNISDR's target audience on an emotional journey to celebrate the achievements of Sasakawa Awardees and notable applicants during the 2005-2015 period.

The selected vendor, under the overall guidance of the UNISDR designated focal point, shall:

1. Produce a 12-minute film according to the timeline and specifications detailed in Section D: About the project deliverables (below).
2. Implement a social media campaign targeting United Nations social media followers worldwide.
3. Develop the programme for the Sasakawa Award ceremony in close collaboration with UNISDR, consisting of a live stage event on 17 March 2015 in Sendai, Japan for an audience of 1,000 (hereby known as "Sasakawa Award ceremony")
4. Design and fabricate a stage set for the Sasakawa Award ceremony according to the timeline and specifications detailed in the "About the project deliverables" section.
5. Secure a Master of Ceremonies for Sasakawa Award ceremony according to the timeline and specifications detailed in the "About the project deliverables" section.

### **B. ABOUT UNISDR**

The United Nations Office for Disaster Risk Reduction (UNISDR) was established in the year 2000 to serve as the focal point in the United Nations system for the coordination of disaster risk reduction. In addition to supporting countries' work to develop policies for reducing the risk of disaster, UNISDR conducts awareness-raising campaigns and draws attention to good practices in this area of work.

### **C. RATIONALE BEHIND THE PROJECT**

Since 1987, UNISDR has run an annual competition called "The Sasakawa Award for Disaster Risk Reduction" offering a prize of US\$50,000 to individuals or organizations who demonstrate an exceptional ability to apply disaster risk reduction principles to real-life situations. For each Sasakawa Award competition, an independent jury apply criteria derived from the Hyogo Framework for Action (<http://www.unisdr.org/we/coordinate/hfa>) to determine a winner. UNISDR will offer the prize in 2015 under the theme "Shaping the Future." The winner will be announced at the Third United Nations World Conference on Disaster Risk Reduction, a gathering of 8,000-10,000 delegates, in Sendai, Japan, taking place from 14-18 March 2015.

The Third World Conference is a seminal event. Countries will adopt a new framework to take over from the Hyogo Framework, thus marking the start of a new era. There is high expectation that the Sasakawa Award ceremony – a large-scale live-stage event for an audience of 1,000 – in March 2015 will surpass the "wow factor" of previous ceremonies.

## D. PROJECT DELIVERABLES

Within three days of receipt of the contract the successful vendor shall sign and date the contract, return it to the specified focal point, and commence activities.

### 1. Deliverables

Month	Week	Deliverables
<b>Film</b>		
November 2014	Week 1	Discuss with and agree with UNISDR on UNISDR's requirements for the film
	Week 2	Submit storyboard centering on the people behind the Sasakawa Award
	Week 3	Re-submit revised storyboard (as needed)
December 2014	Week 5	Begin research, filming, collecting footage and producing film centering on Sasakawa Award applicants
January 2015	Week 10	Submit rough-cut of film
	Week 12	Submit final cut of film
<b>Social media campaign</b>		
November 2014	Week 4	Discuss and agree with UNISDR on a social media campaign for the Sasakawa Award celebration Agree with UNISDR on indicators of success
December 2014	Week 5	Implement the social media campaign
March 2015	Week 20	Report on campaign's impact
<b>Live stage event</b>		
January 2015	Week 12	Propose at least two concepts for a live stage event, including film to be shown at the event to UNISDR
	Week 12	Discuss with and agree with UNISDR on Master of Ceremonies
February 2015	Week 14	Master of Ceremonies secured
March 2015	Week 18	Stage set fabricated in Sendai, Japan
	Week 18	Outside rentals and all production elements in place
	Week 19	Rehearsal
17 March 2015	Week 19	Show date

### 2. Technical specifications for film

- 12-minute, Full HD stereo mix at 1920x1080, 29.97 fps
- Using new or archive footage provided by company
- Using non-animated graphics and titles provided by company
- With subtitles in English or other language as appropriate for audience
- With voiceover in English or other language as appropriate for audience
- To be shown at the Sasakawa Award ceremony

### 3. Specifications for Master of Ceremonies

- Well-known figure in entertainment and/or public service with similar profile to existing United Nations goodwill ambassadors.

## **E. HOW TO SUBMIT AN OFFER**

### **1. Language of the offer**

The offer prepared by the vendor, and all correspondence and documents relating to the offer, shall be written in English. Any printed literature furnished by the company may be written in another language so long as accompanied by an English translation.

### **2. Contents of your proposal**

The vendor's proposal shall comprise answers to a "Vendor Questionnaire" (Annex A), plus information to demonstrate that the vendor meets all the requirements. Offers will be evaluated as per below, with 70 points being the minimum score for offers to qualify.

#### ***Evaluation Criteria***

Section 1: Competence	20
Section 2: Proposed Work Plan and Approach	40
Section 3: Ability to Meet Product Specifications	30
Section 4: Resource Plan and Personnel	<u>10</u>
<b>Total</b>	<b>100</b>

### **3. Pre-requisite**

Affirmative answers to questions 1-6 of the questionnaire, with detailed supporting documents/information as detailed in Annex A, Section B.

### **4. Cost proposal**

The vendor shall indicate the prices of services it proposes to supply under the contract. All prices shall be quoted in US dollars.

### **5. Submission**

All proposals and supporting documents must be submitted via post to:

UNISDR Administration Unit  
First Floor  
Rue de Varembé 9-11  
1202 Geneva  
Switzerland

*by COB on Friday, 31 October 2014.*

## **F. NOTICE ABOUT COPYRIGHT**

Except as is otherwise expressly provided in writing in these Terms of Reference, the United Nations shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the United Nations under the Contract and which bear a direct relation to or are produced or prepared or collected in

consequence of, or during the course of, the performance of the Contract. The Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the United Nations.

To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the United Nations does not and shall not claim any ownership interest thereto, and the Contractor grants to the United Nations a perpetual license to use such intellectual property or other proprietary right solely for the purpose of and in accordance with the requirement of the Contract.

At the request of the United Nations, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the United Nations in compliance with the requirements of the applicable law and of the Contract.

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## ANNEX A

### VENDOR QUESTIONNAIRE

#### Section A

1. Do you have access to TV archive and footage that you can use for this project?

Yes [ ☐ ]                      No [ ☐ ]

2. Do you have personnel to film on location?

Yes [ ☐ ]                      No [ ☐ ]

3. Do you have personnel to organize a live award ceremony in Sendai, Japan?

Yes [ ☐ ]                      No [ ☐ ]

4. Do you have access to well-known figures in entertainment or public service?

Yes [ ☐ ]                      No [ ☐ ]

5. You must provide the name, mailing address, phone number and email address of one individual who will represent your company in future dealings with the United Nations. Failure to do so will disqualify you for the bid.

6. You must provide the names, phone numbers and email addresses of individuals you are planning to subcontract for any of the work related to this project, with an indication of which parts of the project you will subcontract to them. Failure to do so will disqualify you for the bid.

#### Section B

This section should be answered by the individual who will represent your company.

Criteria 1: Competence	
1.1	Please provide corporate information, including year and state/country of incorporation, and a brief description of your company's activities focusing on services related to the project. This is your opportunity to describe your company's current financial resources/facilities/personnel and any plans for expansion to meet the project requirements.
1.2	Please explain if you intend to outsource any part of the project to others, such as hiring freelancers (This carries additional risks that may affect project implementation, but properly done it offers a chance to access specialized skills).
1.3	Please tell us if you have: - Previous experience in creative projects dealing with social issues - Previous experience in creating short films - Previous experience working for other UN agencies or major intergovernmental agencies
1.4	Please include a description of how you intend to meet quality standards and if you intend to offer a warranty.

<b>Criteria 2: Documents explaining proposed work plan and approach</b>	
2.1	Please describe your proposed method for working with UNISDR to develop scripts and storyboards, and how you plan to keep UNISDR informed as you assemble the appropriate footage.
2.2	Please describe your proposed method to assemble footage, develop a soundtrack, create non-animated graphics and titles for the short film and other aspects of production. Please ensure that your plan includes steps for providing voiceovers and/or subtitling in languages other than English, if called for. Present a clear timeline for these activities, according to timeline in the “Deliverables” section of this document.
2.3	Please describe your proposed method for working with UNISDR to develop a social media campaign and your means for implementing the campaign, including resources and staff.
2.4	Please describe your proposed method for collecting data and analyzing the impact of the social media campaign you plan to launch.
2.5	Please describe your proposed method for developing a programme for the Sasakawa Award ceremony in Sendai, Japan.
2.6	Please describe your proposed method for designing and fabricating the stage set for the Sasakawa Award ceremony.
2.7	Please describe your proposed method to secure a Master of Ceremonies for the Sasakawa Award ceremony. This is your opportunity to describe, if appropriate, how you have worked with public figures in the past. Please describe your plan for managing the Master of Ceremonies in preparation of the ceremony and while at the award ceremony, including details on the staff you have available for managing the Master of Ceremonies.

<b>Criteria 3: Ability to Meet Product Specifications</b>	
<p>In this section, you should demonstrate your responsiveness to the product specifications. Material that you considers proprietary, if any, should be clearly marked “proprietary” and will be treated accordingly.</p>	
<b>Film</b>	
3.1	Please describe if you are able to source footage from existing archives.
3.2	Please describe if you have staff available to film new footage in different locations around the world if archive footage is not sufficient.
3.3	Please describe if you are able to use composed/licensed soundtrack.
3.4	Please describe if you are able to create titles and non-animated graphics.
3.5	<p>Please show us examples of work from your portfolio that demonstrates:</p> <p>For cinematography:</p> <ul style="list-style-type: none"> <li>- Use of creative cinematography</li> <li>- Use of compelling imagery</li> <li>- Ability to deliver issues-based messages through film</li> </ul> <p>For non-animated graphics/titles:</p> <ul style="list-style-type: none"> <li>- Ability to maintain consistent style</li> <li>- Ability to convey a message through graphics/titles</li> </ul> <p>For subtitling:</p> <ul style="list-style-type: none"> <li>- Ability to produce subtitles in English or other languages as deemed fit for audience</li> </ul> <p>For soundtrack:</p> <ul style="list-style-type: none"> <li>- Ability to use music appropriate for content</li> <li>- Ability to conduct voiceovers in English or other languages as deemed fit for audience</li> </ul> <p>For film quality:</p> <ul style="list-style-type: none"> <li>- Ability to produce films with full HD stereo mix at 1920x1080, 29.97 fps</li> </ul>
<b>Live stage event</b>	
3.6	Please describe your proposed method of coordinating audio, video and lighting for a live stage event (whether by using your own personnel or subcontractors).

<b>Master of Ceremonies management</b>	
3.7	Please describe how you intend to secure a Master of Ceremonies
3.8	Please indicate which member of the project team will guide and manage the Master of Ceremonies
<b>Tracking and monitoring of impact</b>	
3.9	Please indicate how you intend to track and monitor the impact of social media campaign

#### Criteria 4: Resource Plan and Personnel

Please describe your management plan, including description of individual(s) who will become responsible for the contract, plus CV and one letter of reference for yourself.

Please list the individuals who will work on the project, including supporting information, as follows:

4.1	<b>Production Manager for short film</b>
	CV and a minimum of one letter of reference. You may also consider listing professional accreditations and affiliations for the individual, if appropriate.
	Years of film production experience
	Years of Television/Film/Online distribution experience
	Years of social media experience
	Previous experience with UN audio-visual projects
4.2	<b>Other personnel working on short film</b>
	CV and a minimum of one letter of reference. You may also consider listing professional accreditations and affiliations for the individual(s), if appropriate.
	Years of film production experience
	Availability to film in different parts of the world, if needed
	Previous experience with UN audio-visual projects
4.3	<b>Artistic director for award ceremony</b>
	Professional reputation as artistic director for stage productions based on CV and a minimum of one letter of reference. You may also consider listing professional accreditations and affiliations for the individual, if appropriate.
	Familiarity with issues-based campaigns
	Availability to work with UNISDR on script/content
4.4	<b>Stage manager for award ceremony</b>
	Professional reputation as manager of stage productions based on CV and a minimum of one letter of reference. You may also consider listing professional accreditations and affiliations for the individual, if appropriate.
4.4	<b>Talent Manager for Master of Ceremonies</b>
	Professional reputation as a talent manager based on CV and a minimum of one letter of reference. You may also consider listing professional accreditations and affiliations for the individual, if appropriate.
	List of talent that manager has worked with.
	Understanding of types of talent suited to the United Nations context
4.5	<b>Manager for social media campaign</b>
	Professional reputation in conducting social media campaigns based on a CV and a minimum of one letter of reference.
4.6	<b>Manager for impact monitoring and tracking</b>
	Professional reputation in monitoring and tracking impact of marketing initiatives based on CV and a minimum of one letter of reference. You may also consider listing professional accreditations and affiliations for the individual, if appropriate.

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