

TERMS OF REFERENCE (TOR) FOR
THE SUPPLY AND DELIVERY OF VIDEO PRODUCTION SERVICES
RFQ/BEL/2024/003

1. Background and objectives

The UN Refugee Agency's (UNHCR) Representation for EU Affairs, Belgium, Ireland, Luxembourg and the Netherlands (UNHCR Brussels) invites qualified companies to make a firm offer for the establishment of a Frame Agreement with an initial period of two (2) years, with a possible extension of one (1) year based on satisfactory performance, for the provision of video production services.

The videography work will mainly be required in Belgium but also in Luxembourg and The Netherlands and, once or twice a year, to a field operation determined by UNHCR Brussels. In the event of any projects requiring travel outside Belgium, Luxembourg or the Netherlands, travel expenses will be mutually agreed on a project basis, while the video production project expenses will be in accordance with the financial offer made in response to this Request For Quotation.

The aim of the videos is to raise awareness about refugees, asylum seekers, other forcibly displaced people, and stateless people, and/or to reflect national or EU responses. The general public is the usual audience, while UNHCR sometimes wishes to reach specific audiences. The subjects of the videos can be (for example) the contribution of refugees to society, a call to support the integration of refugees, highlighting a good practice or a positive partnership, etc. To ensure public attention to the videos, the videos should be concise, lively and unique.

These videos will feature on the websites, YouTube channels and social media accounts of UNHCR.

2 Services:

The resulting contract would cover the Supply and Delivery of video production and related services. The Services will include, but not be limited to:

- The production (scripting, shooting, and editing) of up to ten video projects per year ranging from longer (4-minute) videos to shorter (15-50 second) videos that are attractive to the general public and also, when needed, appealing to target audiences with expert knowledge.
- Each of the videos may need to be produced in horizontal (16:9), vertical (9:16) and/or square formats (1:1), for use on all media and social media channels.
- Each video might be produced in more than one language, including but not limited to English, French, Dutch and/or other languages, to be determined for each project. In this case, UNHCR would take care of the translation into the language and the supplier would implement the changes and produce a corresponding language version.
- A selection and production of stills to be used as visual/thumbnail image to introduce the videos on YouTube/social media and, or for web stories, reports, etc.

3. Requirements:

The Supplier must be able to understand, speak and write in English, French and/or Dutch to be able to interact with the people appearing in the videos and write and apply subtitles.

The Supplier's ability to supervise any production of videos in other languages is an asset.

The Supplier should understand and have sensitivity to the plight of forcibly displaced and stateless people, and difficulties they have faced in their journey and integration in their country of asylum. The supplier will be working with refugee and stateless protagonists.

The Supplier will work in close coordination with UNHCR staff, refugee and stateless protagonists. UNHCR will make sure to obtain valid and relevant consent forms in line with our ethical guidelines.

The UNHCR staff who are managing the projects will undertake internal and external review and clearance rounds, and will provide feedback to the Supplier for revisions. Due to the nature of the videos, there may be many rounds of corrections/edits. The Supplier's timeliness and flexibility in delivery of the contracted services and revisions are important to UNHCR.

The Supplier will need to comply with UNHCR's brand rules and, when necessary, those of UNHCR's partners.