

## **TERMS OF REFERENCE (TOR) FOR THE SUPPLY AND DELIVERY OF ANIMATED VIDEOS**

**RFQ/BEL/2024/004**

### **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 animated video production services.

In the diversification of its content creation for advocacy, public communications and partner visibility purposes, the Unit produces social media videos including animations for technical and general audiences. Animated videos are to be understood as videos simulating movements by using e.g. illustrations, plasticine, paper, photos, etc. (not videography.) These animations are largely disseminated via social media platforms, as well as some websites, in different formats. The videos aim at supporting the work, objectives and audiences of our offices, being used across the organization, as well as by external stakeholders (in various languages).

High-quality videos are essential to our work to effectively tell the stories of people forced to flee and to convey key messages, to increase public, political and financial support for the refugee cause, and to highlight UNHCR's partnership with the EU and others. Furthermore, using videos including animations as an advocacy tool extends the reach and impact of UNHCR's advocacy goals and objectives. Globally, UNHCR's online presence continues to grow, driven by high-quality video and animation content. Social media channels and websites rely heavily on video content and UNHCR is constantly seeking to innovate and improve the quality of this.

### **2 Objectives:**

To produce short animated videos to enhance UNHCR's profile on key issues to support the advocacy, fundraising and partner visibility efforts of the office, and to engage the public. Target audiences may include: EU Institutions and agencies; governments of EU Member States; specific and general audiences in Europe and other regions , as relevant.

This call for quotations need to reflect the needs of both the country and liaison offices within the office as well as the needs for the EU units to create animations that can cover EU matters and international topics.

The proposed Frame Agreement which UNHCR will sign with a successful bidder would primarily be used by the UNHCR offices under the purview of the UNHCR Representation for EU Affairs, Belgium, Ireland, Luxembourg and the Netherlands for their work within Europe and globally when relevant. It may also be used by other UNHCR offices, including the UK Office.

### **3 Services:**

The resulting contract would cover the supply and delivery of animated video production and related services. The services will include, but not be limited to:

- The production (scripting, animating, and editing) of up to ten animated 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, with voiceovers and/or subtitles in more than one language, including but not limited to English, French, 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.

On the process, working closely with UNHCR in the creation of the videos, the contractor will provide:

- A concept design;
- Timeline of the production with a tentative deadline calendar;
- Script drafting and/or refining where relevant;
- A storyboard and/or mood board;
- Suggested design;
- Up to four rounds of corrections/changes at both the storyboard, animation and voiceovers stages, and agreed costs for any extra production work, including recording, mixing and editing (single quote per hour).

The final animation files will be shared as follows:

- All subtitles provided as .VTT and .SRT files;
- Horizontal, vertical and square formats;
- Source files (without voiceover or subtitles);
- Content must be in line with UNHCR branding requirements (and partner branding requirements where relevant)
- For animations produced with EU financial support, the animation must meet all the copyright requirements (assignment of rights, licenses) of the European Union: <https://audiovisual.ec.europa.eu/en/album/M-002505> as well as technical specifications: <https://audiovisual.ec.europa.eu/presentation/copyrights/Guidelines-for-the-deposit-of-audiovisual-material-at-the-Audiovisual-Library40.pdf>

#### **4 Contractor's desirables:**

- Previous experience in transforming complicated subjects into content which is easily understandable by the general public;
- Producing animated videos on refugee issues, migration or humanitarian issues;
- Previous experience in combining animated video with filmed footage or photos;
- Previous experience of producing content which is culturally appropriate for international audiences and contexts
- Previous experience with UNHCR (examples should be provided);
- Previous experience with the other UN agencies, the EU and non-profit organizations.



**UNHCR**

United Nations High Commissioner for Refugees  
Haut Commissariat des Nations Unies pour les réfugiés