

# Terms of Reference

## Request for Proposal

Hiring the Service of a Production House for Making a Documentary Film  
for End To End Tsunami Early Warning System in Pakistan

### 1 Introduction

Following the 2004 tsunami, the United Nations Educational Scientific and Cultural Organization's Intergovernmental Oceanographic Commission (UNESCO-IOC) led immediate efforts to establish an Indian Ocean Tsunami Early Warning System. As part of this campaign for establishment of tsunami early warning systems, UNESCO-IOC initiated the project "Strengthening Tsunami Early Warning System in Pakistan". The overall objective of the project is to assist the Government of Pakistan in strengthening its national tsunami and other ocean-related hazards warning system, as well as the associated preparedness for disaster risks of the most vulnerable coastal areas of Pakistan. For further details on project visit <http://unesco.org.pk/eedrmu/stews/index.html>

### 2 Scope of Work

As part of its outreach activities UNESCO Islamabad intends to engage the services of a firm/company for developing a short visual documentary (12-15 Minutes) focusing on costal hazards and end to end Tsunami early warning system. Early warning system consists of following four components.

- 1 Risk Knowledge
- 2 Monitoring and Warning service
- 3 Dissemination and Communication
- 4 Response Capability

The documentary will present efforts and development of above mentioned areas for Tsunami in Pakistan.

#### 2.1 Audience

Audience of this 12-15 minutes documentary will be general public, local communities, policy makers and disaster risk managers. The documentary will also be shared with international stakeholders.

#### 2.2 Specification:

- Duration of Documentary will be 12-15 minutes
- The language of the documentary will be English and Urdu.
- Format (Shooting) DVCAM or HDCAM

## **2.3 Documentary Parameter**

The documentary should be an original work of the production based on following composition

- 70-75% on spot shooting (Islamabad, Karachi, Gwadar, Ormara)
- 10-15% Virtual Graphics/Animations
- 5-10% Archival Footage

## **2.4 Time Lines**

The contract will be signed for 30 Working Days duration. The production firm will be required to complete the documentary in the said time lines.

## **3 Tasks and Responsibilities**

The firm would be required to perform the following

### **3.1 Pre Production**

- Review existing documentary and footage related to the subject made nationally and internationally
- Hold consultative meeting with Pakistan Metrological Department (PMD), National Disaster Management Authority (NDMA) and UNESCO focal person for background knowledge.
- Develop script/story board and share with UNESCO focal person.
- Discuss script/story board and finalize in light of discussions.
- Selection of the shooting locations in consultations with UNESCO focal person.

### **3.2 Production**

- As per approved script, shooting and still photography (if required) with good quality high resolution.

### **3.3 Post Production**

- Editing of the materials (visual footage and stills)
- Sound Mixing
- Titling, subtitling, special effects, music and voice over as required by the script.

### **3.4 Testing**

- The documentary needs to be tested with the selected audience prior to its finalization
- The fist cut will be reviewed by a screening committee comprising of representatives of PMD, NDMA, UNESCO and an independent media expert.
- The first cut would be modified and finalized on the basis of feed back and comments from the screening committee.

In addition to the selected firm should

- present and document the rushes of footage to UNESCO on regular basis.
- present the first cut after 20 days and the final version by the end of 30th day.
- include interviews of the selected officials and stakeholders.

#### **4 Output/Deliverables**

- One master copy of DVCam or HD Tape
- High Resolution DVD 5 Copies
- High Resolution CD 5 Copies
- All soft/hard documentary footage or any relevant material collected during the preparation of documentary film.

#### **5 Copy Right**

Drawings, photographs, recommendations, video footage and all other data compiled or received will become the property of UNESCO and shall be treated as confidential and shall be delivered only to UNESCO authorized officials on completion of work

#### **6 Proposal Requirements**

The proposal shall comprise of the following components

- Technical proposal
- Financial Proposal

##### **6.1 Technical Proposal**

Technical proposal shall comprise of the following components.

- 6.1.1 Company/ Organizational Experience:** The firm will provide its profile and previous relevant project/assignment details. Experience of working with UN agencies/ major multilaterals or bilateral programmes should be highlighted. The firm must send two sample documentaries of similar duration and level of effort for review.
- 6.1.2 Equipment and facility:** The firm will provide details of production, post production equipment available with them along with details of studio facility.
- 6.1.3 Personal:** The firm will provide detailed CV of Team leader highlighting relevant qualification and specialized experience. The firm will also provide details (qualification and specialized experience) of team members (Cameramen, Lighting and audio technicians, editors, graphic designers and others)

##### **6.2 Financial Proposal**

The financial proposal should be submitted separately in a sealed envelop. The financial proposal must provide a detailed cost breakdown. Format provided on the following page should be used in preparing the price schedule. The format

includes specific expenditures, which may or may not be required but are indicated to serve as example.

In addition to hard copy, if possible please also provide information on CD.

<b>Financial Proposal</b>					
<b>SNo</b>	<b>Description</b>	<b>Unit</b>	<b>No of Units</b>	<b>Unit Cost</b>	<b>Total (PKR)</b>
1	<b>Human Resource</b>				
1.1	Director/Team Leader	Person Days			
1.2	Cameramen	Person Days			
1.3	Editor	Person Days			
	Script Writer	Person Days			
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2	<b>Production Activities</b>				
2.1	Technical Equipment and facilities Charges				
2.2	Travel and Logistic Cost				
2.3	Administrative and coordination cost				
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	<b>Total</b>				

### **6.3 Deadline and submitted to**

The bidders will submit two proposals (technical and financial) separately sealed in two envelopes. Proposal should be complete, partial proposals or proposals without security deposit of 1% will not be considered.

Sealed bids must be delivered to Administrative Officer, UNESCO office House 17, Street 8, F-7/3 with a security deposit of 1% of total bid value in the form of bank draft in favour of “UNESCO Islamabad” on or before 17:00 on July 19, 2010.