Tender: UNESCO-IHE Corporate Film Production

Terms of Reference

Submitting a tender

If you are interested you are requested to submit your tender no later than 11 October 2013, either by:

- Email to: communications@unesco-ihe.org with subject: “Tender Corporate Film Production”.
- Registered post or by private courier services. In this case the post office stamp or the date on the slip issued by the courier service will constitute proof of compliance with the deadline given above. The offer must be sent to the following postal address: UNESCO-IHE Institute for Water Education, PO Box 3015, 2601 DA Delft, The Netherlands. It should be addressed to the attention of Communication Office, with the subject note: “Tender Corporate Film Production”.
- Or hand delivery by 16.00 hrs on 27 September 2013, 16.00 hrs at the latest at the following visitor address: UNESCO-IHE Institute for Water Education, Westvest 7, 2611 AX Delft, The Netherlands It should be addressed to the attention of Communication Office, with the subject note: “Tender Corporate Film Production”. In this case, a receipt must be obtained as proof of submission, signed and dated by the UNESCO-IHE receptionist who took delivery.

Late delivery will lead to the exclusion from the award procedure for this contract.

Inclusions of the tender bid

Tender bids should include the name and contact details of the bidding party, (links to) examples of former work, references of former clients, proven experience of work done in, or with people from, developing countries and two PDF documents as attachments, one named “Content” and one named “Costs and planning”. In case of a tender bid sent by post/ hand delivered, the documents should be placed in separate sealed envelopes and labeled “Content” and “Costs and planning” and sent in a larger envelope containing the rest of the information sent by the bidding party.

The “Content” document should include:

- The name and contact details of the bidding party
- Idea for the film content and a draft outline of a proposed script that shows creativity and an understanding of the objectives and specifications of the corporate film
- Composition of envisaged team working on the corporate film
The “Costs and planning” document should include:

- The name and contact details of the bidding party
- A breakdown of costs related to the proposed script
- A planning of the corporate film production process

Assessment of the bids

The assessment of the bids will consist of two phases. In the first phase the “Content” will be reviewed, and of the bids selected the “Costs and planning” will be reviewed in the second phase. The parties who entered bids selected in the second phase will be invited for a face-to-face meeting, after which a final party will be selected. You will be informed whether or not your tender has been selected.

Questions about the bid

Questions about the bid can be communicated via email to: communications@unesco-ihe.org with subject: “Question about Corporate Film Production Tender” or through post at the address UNESCO-IHE Institute for Water Education, PO Box 3015, 2601 DA Delft, The Netherlands, attention of Communication Office, with the subject note: “Question about Corporate Film Production Tender”.

Additional provisions

- Changes to tenders will be accepted only if they are received on or before the final date set for the receipt of tenders.
- No information of any kind will be given on the state of progress with regard to the evaluation of tenders.
- Expenses incurred in respect of the preparation and presentation of tenders cannot be refunded.
- Initiation of this tendering procedure imposes no obligation on UNESCO-IHE to award the contract. UNESCO-IHE shall not be liable for any compensation with respect to parties whose tenders have not been accepted.
- All documents submitted by parties will become property of UNESCO-IHE and will be regarded as confidential.
- UNESCO-IHE will not use the information in the tenders submitted that were not awarded the contract. The “Content” and “Costs and planning” documents will be destroyed after the tender procedure.
I. Background Information

The mission of UNESCO-IHE Institute for Water Education is to contribute to the education and training of professionals and to build the capacity of sector organizations, knowledge centres and other institutions active in the fields of water and environment, in developing countries and countries in transition.

The Institute is the largest international postgraduate water education facility in the world and is based in Delft, the Netherlands. UNESCO-IHE carries out educational, research and capacity development activities that complement and reinforce each other in the broad field of water engineering, water management, environment, sanitation, and governance.

Since 1957 the Institute has provided postgraduate water education to more than 14,500 practicing water professionals from over 160 countries, the vast majority of whom come from developing countries and countries in transition. The Institute confers fully accredited MSc degrees, and offers short courses, online courses and tailor-made trainings.

The Institute confers PhD degrees in collaboration with partner universities. Over 130 PhD fellows are currently enrolled in a water-related research programme. The Institute carries out numerous research activities throughout the world.

The Institute's capacity development activities are positioned mostly in the urban sphere, covering centralized and decentralized systems, utility and user ownership and management, advanced and low-cost technologies, engineered and natural systems.

UNESCO-IHE is at the centre of a vast international network of water related institutions, and functions as an interface between knowledge networks and centres, public and private sector organizations, scientific and professional associations and other members of the international water community.

UNESCO-IHE is part of the UN Water family and is owned by all UNESCO member states. UNESCO-IHE is established as a UNESCO ‘Category I Institute’ jointly by UNESCO and the Government of the Netherlands. The agreements include internal rules that guarantee functional autonomy to achieve the Institute's objectives.

II. Objectives

The main objectives of the corporate film are to:

- show the impact UNESCO-IHE has in contributing to the education and training of professionals and building the capacity of water institutions in developing countries and countries in transition;
- illustrate the Institute’s main activities;
- give an overview of the educational programmes UNESCO-IHE offers.
III. Assignment overview and specifications of corporate film

Assignment description

UNESCO-IHE seeks a reputable film producer to produce a (maximum) 15-minute corporate film. Demonstrated experience in filming development related topics, and working within the scope of multiple countries is a plus. The corporate film will give an introduction to the Institute, including an overview of the main activities, the educational programmes and the impact that UNESCO-IHE has. The film will be shot on UNESCO-IHE premises and at other (international) locations whenever necessary. The selected firm will undertake all pre- to post-production activities, including research, concept development, script, location scouting, shooting, on and off line editing, music, graphics, subtitles, translations, dubbing, and final mastering.

Message

The message should include:

- UNESCO-IHE's three pillars of activity: education, research and capacity development.
- UNESCO-IHE: where the water world meets.
- UNESCO-IHE: educating future water leaders.
- 55 years of experience in the international water arena.

The message should reflect the Institute's core values: professional, personal, international and pragmatic.

Language: The corporate film will be in English.

Length: The corporate film shall not exceed 15 minutes.

Target audience

- (potential) sponsors/ donors
- other partners
- prospective students
- media professionals

Time frame: The production of the corporate film is to be completed in the first quarter of 2014.
IV. Main tasks, outputs and deliverables of the producer

<table>
<thead>
<tr>
<th>Main tasks</th>
<th>Expected output</th>
<th>Indicator</th>
<th>Preliminary timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a detailed production plan in collaboration with the Project Team</td>
<td>Production plan in place</td>
<td>Agreement on a detailed production plan</td>
<td>November 2013</td>
</tr>
<tr>
<td>Develop script on the corporate film</td>
<td>Delivery of a draft script to the Project Team for comments</td>
<td>Script on the corporate film produced and reviewed</td>
<td>December 2013</td>
</tr>
<tr>
<td>Acquire UNESCO-IHE film material and images needed for the production of the corporate film</td>
<td>Collection of UNESCO-IHE film material and images</td>
<td>Film material and images collected from review with producer</td>
<td>mid-January 2014</td>
</tr>
<tr>
<td>Shoot the corporate film</td>
<td>Preparation of draft corporate film</td>
<td>Copy of draft corporate film available for editing</td>
<td>end February 2014</td>
</tr>
<tr>
<td>Edit corporate film</td>
<td>Production of preliminary offline version of the corporate film</td>
<td>Preliminary offline version of the corporate film produced and available for viewing</td>
<td>mid-March 2014</td>
</tr>
<tr>
<td>Finalize corporate film</td>
<td>Amendment of the preliminary offline version of the corporate film</td>
<td>Off-line version corporate film produced, copies of film and other agreed deliverables given to Project Team</td>
<td>end March 2014</td>
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**Deliverables:**

- 20 copies of the corporate film will be delivered to UNESCO-HE on DVD.
- UNESCO-IHE will be granted the right to make copies of the corporate film, and to share the film offline and online.
- The original footage will be shared, and UNESCO-IHE will be given permission to adapt, use and share this material.
V. UNESCO-IHE Project Team

The UNESCO-IHE Project Team will comprise UNESCO-IHE's Business Director, Communication Office Manager, Corporate Communication Officer, and Producer Video and Videoconferencing. Final Approval: UNESCO-IHE Business Director.

The Project Team will provide producer with all necessary documentation on UNESCO-IHE activities and partners, establish contacts, brief partners, and provide access to students, staff, alumni for interviews and film/photo material that is already available (i.e. annually recurring events) if required for the production of the corporate film.

The Project Team will facilitate collection of information in the field and will support the revision of draft script of the corporate film and the preliminary offline version.

VI. Remuneration of Services & Mode of Payment

The remuneration for the production of the video corporate film will be EUR 30,000. This amount will cover all cost of production (including travel costs) for the parts done by the producer.

- 30% of the total remuneration will be paid upon signing the contract agreement.
- 20% of the total remuneration will be paid upon delivery of the final version of the script.
- 50% of the total remuneration will be paid upon delivery of the final corporate film and other agreed deliverables.