

TERMS OF REFERENCE FOR SERVICE CONTRACTING FOR INSTITUTIONS

Assignment	Establishment of Long-Term Arrangement (LTAs) for Multimedia Services (Documentation and Design).
Location	Syria
Duration	24 months, with possibility of extension for an additional 24 months based on performance and need.

1. JUSTIFICATION/BACKGROUND

The United Nations Children’s Fund (UNICEF) Syria Country Office works to strengthen the situation of children and women through development and humanitarian programmes. High-quality multimedia content is essential for advocacy, visibility, resource mobilization and reporting on programme results.

Given the growing need for high-quality, timely and impactful storytelling through multimedia productions including Documentation (photography, videography post-production and human interest stories) and animation, UNICEF Syria seeks to engage professional firms through a Long-Term Agreement (LTA).

The LTA will enable UNICEF to rapidly deploy multimedia teams to document its work, and amplify the voices of children and young people through multiple platforms on the situation of children and the work of UNICEF in Syria.

To minimise the time required to establish multiple contracts and increase cost effectiveness, a non-exclusive Long-Term Arrangement (LTA) is required with a company/companies to meet the needs of UNICEF Syria Office.

The LTA shall be valid for an initial period of 24 months with possibility of extension for an additional 24 months period subject to the contractors satisfactory performance, need for the service and availability of funds.

2. OBJECTIVE AND TARGETS

To produce high-quality multimedia content—including photography, videography, animations, video special effects, based on UNICEF’s specified timelines and requirements. The objective is to effectively document UNICEF’s activities and the situation of children and families in Syria, while enhancing visibility, promoting accountability, and supporting donor

engagement. All content should be inclusive, with particular attention to the representation of people with disabilities.

3. DESCRIPTION OF THE ASSIGNMENT

a. Under the Long-Term Arrangements, UNICEF will request multimedia documentation and animation when required.

b. The Contractor(s) shall carry out one or both of the following categories in adherence to UNICEF's global standards and branding guidelines, under the guidance of the Communication and other relevant section/s in UNICEF Syria:

I. Category I: Documentation: This category covers the full documentation workflow, including photography, videography (footage), post-production editing, and human interest storytelling. It includes but is not limited to:

a. Photography

- Photograph people and locations related to UNICEF programmes, emphasizing the human element and ensuring cultural, political, gender, and contextual sensitivity.
- Write clear, informative captions embedded in images (IPTC format) and submitted separately in Word format.
- Ensure consent forms are signed by children and their guardians as per UNICEF guidelines.
- Provide 30–35 edited high-resolution JPEG images per shoot day with all original RAW files on USB.
- Ensure accessibility with alternative text and descriptions.

b. Videography (Footage)

- Attend pre-production briefings and conduct preparatory research.
- Ensure consent forms are signed by children and their guardians as per UNICEF guidelines.
- Capture compelling footage based on agreed scripts and concepts, highlighting human interest stories.
- Use professional-grade equipment and adhere to ethical and consent protocols.
- Ensure accessibility: captions, sign language, and alt text where required.

c. Post-Production

- Edit raw footage into fast-paced, engaging video stories.
- Add graphics, subtitles (Arabic, English, Kurdish and others), music, and branding elements.
- Submit a rough cut for feedback and revise accordingly.
- Finalize the film and deliver versions with/without subtitles and graphics.
- Produce optimized edits for mobile-first platforms (vertical formats, Reels, Shorts, TikToks, etc.).
- Create reusable motion graphic templates (lower-thirds, intros, transitions).
- Provide SEO-ready metadata, abstract, and keyword tagging.
- Include accessible versions (closed captions, sign language, alt text).

d. Storytelling (Human Interest Stories)

- Develop draft scripts and structures in consultation with UNICEF.

- Ensure consent forms are signed by children and their guardians as per UNICEF guidelines.
- Use footage/interviews to write compelling human-interest stories.
- Produce multimedia packages combining photo, video, and narrative content.
- Provide versions adapted for web and social media.

II. Category II: Animation & Design This category includes creation of engaging digital content in animated and visual formats, including:

- 2D and 3D animation videos based on scripts and concepts provided by UNICEF.
- Storyboards and animated explainers visualizing UNICEF data and field results.
- Design and animation of special effects, infographics, maps, and motion graphics based on UNICEF Syria data and reports, with visual storytelling of needs, results and trends.
- Creative social toolkits: thumbnails, GIFs, pull quotes, square/poster visuals, and hashtags.
- Cinemagraphs and GIF animations derived from video or photo content.
- Augmented Reality (AR) and Virtual Reality (VR) content when requested.
- Platform-adapted versions (landscape, square, vertical).
- Ensuring brand consistency and accessibility (subtitles, visual clarity).

4. EXPECTED DELIVERABLES

The requirements for each assignment will be outlined in a Statement of Work (SoW), including clear deliverables, formats, and timelines. These will be discussed and agreed upon with the designated UNICEF focal point prior to the start of work.

Category I: Documentation

Photography

- Edited high-resolution JPEG photos (30–35 per shoot day).
- Original RAW photo files.
- Caption files (IPTC + Word).
- Consent forms (as per UNICEF guidelines).
- Accessible versions (alt text, descriptions).

Videography

- Short videos (under 60 seconds).
- Medium-length videos (1–2 minutes).
- Feature videos (3–5 minutes).
- Long documentary-style videos (5–15 minutes).
- Raw video footage (organized and labelled).
- Consent forms for all children/guardians filmed.

Post-Production

- Edited final videos with/without subtitles and graphics.
- Subtitled versions (Arabic, English, Kurdish, others as required).
- Social media–optimized edits (vertical, square, mobile-first: Reels, Shorts, TikTok).

- Motion graphic templates (lower-thirds, title cards, transitions).
- Metadata package (SEO-ready abstracts, keywords, file descriptions).
- Accessible versions (closed captions, sign language, alt text).

Human Interest Storytelling

- Draft story scripts and outlines.
- Written human-interest stories (text format).
- Multimedia stories (integrated photo + video + narrative packages).
- Adapted versions for social media/web.

Category II: Animation & Design

Animation

- 2D animated videos (various durations).
- 3D animated videos (various durations).
- Animated explainers (60–120 seconds).
- Storyboards.

Design & Motion Graphics

- Infographics (static & animated).
- Data visualizations (maps, charts, special effects).
- Motion graphics for video integration.
- Cinemagraphs and GIFs (derived from photo/video).
- Creative toolkits (thumbnails, GIFs, pull quotes, posters, hashtags).

Advanced Formats

- Augmented Reality (AR) assets.
- Virtual Reality (VR) experiences.
- Platform-adapted versions (landscape, square, vertical).
- Accessible and brand-compliant versions (with subtitles, clear visuals).

Contractors are expected to:

- Deliver high-quality, accessible, and timely multimedia products in line with the technical specifications outlined in each assignment.
- Ensure all deliverables adhere to UNICEF brand guidelines, ethical standards, and relevant language, accessibility, and localization requirements.
- Comply with UNICEF's consent and child safeguarding protocols, particularly when photographing or filming children.

5. Engagement and Contractual Process

The contractor will be engaged through the following procedures:

- UNICEF Syria Country Office (SCO) will issue either:
 - i. A Contract for Services for individual assignments; or

- ii. A bulk annual contract (when applicable) that outlines multiple deliverables across the year.
- Each contract will include a clear description of the task(s), required outputs, and delivery schedule.
- The contractor must sign the contract to confirm their ability to meet the job requirements and timeline.
- Payment will be based on the rate sheet signed between the contractor(s) and UNICEF, in accordance with the specific assignment.
- UNICEF may request a price quotation for bulk assignments or services not listed in the rate sheet to secure discounts or cost-efficiencies.
- For deliverables not included in the rate sheet, the contractor will provide a custom quote. Work may only commence once written/email confirmation of the quote is received from UNICEF.

6. REPORTING REQUIREMENTS

- The vendor might receive project requests at any given time throughout the duration of the LTA, based on which separate contracts will be issued. Hence report requirements might vary as projects may vary in size, timeline and level of creativity.
- The Contractor(s) shall provide UNICEF with a detailed invoice and Certificate for Services Completed for each assignment within a maximum of ten (10) days of the completion of the assignment.
- The Contractor(s) shall provide UNICEF with Yearly Reports summarizing the activities performed for UNICEF during the year including: quantity and size of jobs, costs of the jobs, improvement undertaken by the Contractor(s) in order to provide better services to UNICEF. This shall be submitted to the Supply and Logistics Specialist, as identified in the Long Term Arrangement.
- Reports may be submitted via email in PDF format, unless specifically requested otherwise.

7. PAYMENT TERM

- The contractor will submit an invoice after completion of the assignment based on which UNICEF will initial the payment process.
- No Advance payment to be made.
- Payments will be made against each deliverable and only upon UNICEF's acceptance of the work performed.
- The terms of payment are Net 30 days, after receipt of invoice and acceptance of work.
- Payment will be effected by bank transfer in the currency of billing.

8. LOCATION

The Contractor(s) will not be expected to maintain a presence with the UNICEF office in Damascus. However, the Contractor(s) may be required to visit UNICEF premises, to review and discuss assignments, attend production briefs, review and document feedback from UNICEF on draft productions etc.

9. OFFICIAL TRAVEL INVOLVED

The Contractor will be responsible for arranging and coordinating their travel within Syria. UNICEF will not cover any travel costs. All costs related to travel required for the completion of deliverables

and services must be included in the Contractor's financial proposal and reflected in the agreed rates.

10. LTA / CONTRACT MANAGEMENT

- The overall management of the LTA and contracts shall remain with UNICEF Communication and Advocacy section. However, the requesting section from UNICEF might communicate by email the specifications and details of the assignment to the contractor, with copy to the UNICEF Communication Officer, in addition to meetings if and when required.
- Work can only commence once UNICEF issues service contracts or Job order (for low value works).
- Management of the Long-Term Arrangement (LTA) will remain with UNICEF Communication section, under the supervision of Rami Nader. While, the Supply Unit will remain the focal point for, financial and commercial queries and correspondence, including amendments.

11. FREQUENCY OF PERFORMANCE REVIEWS AND PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

- Assignments will be evaluated and comments sent to the contractor after each assignment
- Overall performance at the end of the contract will be evaluated against the following criteria: timeliness (as per the timelines agreed with UNICEF), responsibility, initiative, communication, and quality of the services and products delivered. Overall performance review of the Long-Term Arrangement will be conducted at least annually, and as a condition of LTA renewal or extension.
- Evaluation will be based on the deliverables noted above.

12. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE

Companies may apply to one or more of the multimedia service categories (videography, animation, photography) and must clearly indicate which category or categories they are applying for in their submission.

The applying company or institution must demonstrate the following qualifications and experience:

- Minimum of five (5) years of proven experience in providing multimedia services (video production, animation, and/or photography) in humanitarian and/or development contexts.
- Demonstrated ability to develop compelling human-centered content, including documentary-style storytelling for digital platforms and/or promotional videos with proven success in the marketing or advocacy sectors.
- Proven experience in scripting, storyboarding, and structuring content based on verbal inputs and written briefs.
- Experience in capturing and editing high-quality visuals that respect cultural, gender, and child protection sensitivities.
- Ability to add professional special effects, such as animated titles, infographics, maps, and lower-thirds, where needed.
- Experience with transcription and subtitling of audio interviews (Arabic-English-Arabic).
- Access to a library of copyright-free music and the ability to add suitable background music when required.

- Possession of all relevant professional-grade equipment and software for video, photography, and animation production, including editing and post-production tools.
- Proven experience in delivering multimedia services to NGOs, UN agencies, or similar organizations in Syria.
- Experience working with or documenting children and vulnerable populations, with strong knowledge of ethical principles and consent procedures.
- Fluency in Arabic and English, with strong written and verbal communication and editing skills.
- Capacity to work under pressure and deliver high-quality products within tight deadlines.
- Ability to operate during weekends or outside regular working hours, as needed.
- Officially registered company or firm with presence in Syria.

13. PROPOSAL SUBMISSIONS AND EVALUATION PROCESS

A two-stage evaluation process will be used for this solicitation:

1. Technical evaluation of proposals, including submitted samples
2. Followed by financial evaluation of technically compliant offers

Each company must submit a technical proposal and a financial proposal in two separate documents and emails. Only proposals that meet the minimum technical requirements will proceed to financial review.

UNICEF is seeking multimedia service providers with demonstrated expertise in at least one of the following priority areas:

- Documentary-style video production for digital advocacy
- Marketing and promotional video content
- High-quality 2D/3D animation

Firms may apply to one or more service categories and must clearly state which category(ies) they are applying for.

The Evaluation Team will review the technical proposal and supporting samples. Shortlisted companies may be asked to produce a sample video or animation as part of the evaluation.

Following the technical evaluation, the financial proposals of technically compliant vendors will be reviewed. UNICEF may also request meetings or visits with the top-ranking firms. The proposal(s) receiving the highest combined technical and financial score will be recommended for contract award.

Required Documentation

I. Technical Proposal:

The technical proposal must include the following:

- Company profile, including date of establishment and official registration certificate
- Staffing structure and key personnel, including CVs of core technical team members (e.g., account manager, video producers, animators, editors, photographers)
- Working hours and flexibility, including ability to work weekends and after working hours, if needed
- List of equipment and software used for videography, animation, and photography production and editing
- Data protection and security measures, including procedures to protect UNICEF content from loss or misuse

- Quality assurance and risk mitigation plan
- Three references (organizations you have worked with), including names, phone numbers, and email contacts

II. Samples:

Applicants must submit:

- At least three (3) samples of completed video and/or animation work and/or photography projects
 - o Include one full video package per category (as listed in Annex C)
 - o Include complete production folders/documentation for at least one video
- 30 high-quality still photos featuring human subjects, with:
 - o Embedded IPTC captions
 - o Captions submitted separately in Word format

I. Financial Proposal

The financial proposal should include a price list as per the attached Annex C in MS Excel format. Price lists provided in any other formats will be considered INVALID.

Please refer to Annex C for detailed list of items. UNICEF shall request a price quotation for items not included in the financial template (whenever required).

14. UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE

UNICEF reserves the right to withhold payment on each individual and consolidated output until the consultant provide satisfactory quality output as reviewed by the project supervisor. In case of unsatisfactory performance, misconduct, unacceptable quality, the payment will be withheld until quality deliverables are submitted and subsequently, the contract will be terminated or contractual penalties shall apply in accordance with the General terms and conditions stated in the tender document if the contractor fails to deliver.

15. REQUEST FOR PROPOSAL EVALUATION AND WEIGHTING CRITERIA

(70 points for technical + 30 points for financial = 100 total points)

Submitted proposals will be assessed using Cumulative Analysis Method. All requests for proposal will be weighed according to the technical (70 points) and financial considerations (30points).

Financial proposals will be opened only for applications that attained 70% (49 out of 70 points) or above on the technical part. Below are the criteria and points for technical and financial proposals.

Section A: Technical proposals

The technical proposal must be submitted in English, with annexes and supporting documents attached separately. Proposals will be evaluated according to the following criteria and weightings:

1) Mandatory requirement –

- Valid Commercial registry with proven operational presence in Syria.

2) Company profile and Capacity, Key Personnel, and Tools – 40 points

- Minimum of 5 years of experience delivering multimedia services (10 points)
- CVs of key personnel with relevant qualifications and experience (10 points)
- List of professional-grade equipment, tools, and licensed software (10 points)
- Two similar in nature contracts for in delivering multimedia services to NGOs, UN agencies, or similar organizations in Syria. (5 Points)
- Quality assurance mechanisms and risk mitigation plans (5 points)

3) Evaluation of Samples – 60 points total (20 Points per Sample)

a. Quality – 45 points (15 Marks per sample)

Evaluation based on:

- Technical quality of videos, animations, and photography (lighting, audio, resolution, editing)
- Equipment use, clarity, accessibility features (subtitles, captions, sign language)
- Alignment with UNICEF branding, ethical standards, and safeguarding measures.

Breakdown:

- Video samples (documentary, promo, or digital): 15 points
- Animation samples (2D/3D): 15 points
- Photography portfolio (30 images, human-centred, with captions): 10 points

b. Content and Creativity – 15 points (5 points per sample)

Evaluation based on:

- Strength of storytelling: clarity, structure, and emotional resonance
- Creativity in visual approach, treatment, and ability to adapt content across formats (vertical, square, reels)
- Cultural sensitivity and relevance to UNICEF's mandate

Minimum technical score: 70% of 100 points = 70 points

Section B: Financial proposals

Only proposals that pass the technical threshold will have their financial proposals reviewed. The price should be broken down for each component of the proposed work. The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price; e.g.:

$$\text{Score for price proposal X} = \frac{\text{Max. Score for price proposal} * \text{Price of lowest priced proposal}}{\text{Price of proposal X}}$$

16. LONG TERM AGREEMENTS (LTAs) REQUIREMENTS

- a. Long Term Agreement are contractual instruments whereby a supplier agrees to fix prices for a defined period for goods and services that are required by UNICEF on a recurring basis. This process has been designed to avoid repetitive competitive procurement process which would reduce the lead-time for delivery of the required services/works.
- b. Notwithstanding any agreed discounts, prices offered by bidders, shall constitute maximum ceiling prices and shall remain fixed during the validity of the LTA.
- c. The resulted LTA awarded to the winning bidder (s) resulting from this tender shall be valid

for an initial period of 24 months and may be extended for an additional 24 months subject to the contractor's satisfactory performance and need for the service.

- d. The LTA is non exclusive and shall carry no commitment, expressed or implied, of any minimum off-take, and will not accord any exclusivity to the contractor/Supplier.
- e. UNICEF has the right to terminate the LTA or reduce the office coverage in terms of details of the service to be provided or office location.
- f. During the term of an LTA, based on the need and requirements, UNICEF SCO shall issue Corporate Contracts to the LTA holder (s) and, with reference to the LTA, setting out the requirements and other instructions for the delivery of the services/works. It has to be noted that it is the contract(s) issued under the LTA and not the LTA itself that constitutes a legally binding contractual agreement.
- g. The LTA holder (s) agree to provide the work to UNICEF pursuant to the Corporate Contracts received during the term of the LTA, which shall conform to the description of the scope of work and the prices specified in the LTA.

17. CONDITIONS AND ADMINISTRATIVE ISSUES

- The contractor will use its/his/her own office resources and materials in the execution of this assignment. The contractor's fee shall therefore be inclusive of all office administrative costs
- Orders for UNICEF printing requirements will be placed in writing and the contractor will be responsible for clarifying any uncertainties with UNICEF. Such orders must be signed and clearly dated by UNICEF.
- The service provider shall be responsible for delivering orders in accordance with the written request/order and for issuing a consolidated invoice at the end of every calendar month to the agreed point of contact within UNICEF. A copy of all the signed orders for that month must be attached to the invoice.
- Please also see UNICEF's General Terms and Conditions attached with the tender document for details.

18. ENQUIRIES

Please direct any enquiries to the specified email address in the bid invite, while UNICEF will organize a pre-bid conference to provide more clarity. It is advisable to take part in that meeting.