

## Request for Quotation

### Developing visual content (motion-graphics) for an awareness-raising campaign

Within the ambit of the project entitled:  
**“Achieving Planning and Land Rights in “Area C”, West Bank, Palestine”**

**Managed by:** United Nations Human Settlements Programme (UN-Habitat) in Palestine



**In partnership with:** The Land and Water Settlement Commission (LWSC)



**Funded by:** The European Union (EU)

This Project is Funded by



EUROPEAN UNION

**August 2021**

## A. Background

<b>Terms of Reference</b>	Media and Visual Content Production Firm
<b>Duration</b>	1 year, subject to extension upon availability of funds and satisfactory performance
<b>Start date</b>	1 September 2021
<b>Deadline</b>	15 August 2021

The United Nations Human Settlements Program, UN-Habitat, is the United Nations Agency mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all.

UN-Habitat's Governing Council adopted by consensus resolution 19/18 calling on UN-Habitat to establish a Special Human Settlements Programme in the occupied Palestinian territory (oPt). During the 23<sup>rd</sup> Governing Council (GC) (now Assembly), UN-Habitat's mandate in the oPt was strengthened by two resolutions (GC 23/2 and 26/9 in 2011, and 2017, respectively) accentuating the importance of the continuation of the programme support to the Palestinian people under the two-state framework with focus on spatial planning, land management, and housing.

## B. Description of Assignment

UN-Habitat, the Ministry of Local Government (MoLG) and the Land and Water Settlement Commission (LWSC), with financial support from the European Union (EU) are implementing the project: Achieving Planning and Land Rights in "Area C", West Bank (2019-2023). Within the ambit of this project, the partners plan to raise awareness especially of Palestinian vulnerable groups about the importance of safeguarding their right to land through the land settlement and registration process, and to effect transparent processes of land settlement across the West Bank, including "Area C" that constitutes more than 60 per cent.

Palestinian people, especially in the Israeli controlled "Area C" are faced with many restrictions when it comes to access to land ownership mechanisms and lack representation in the decision- and policy-making processes at the local level. The Israeli Military Order No. 291 of 1968 suspended land registration in the West Bank, leaving at most 30 per cent of land formally registered at the time. This lack of representation is exacerbated by the following challenges at the level of the Palestinian Authority (PA): (i) lack of capacity, experience and skills in land tenure security; (ii) lack of operational and logistical tools especially for remote Palestinian communities in "Area C"; and (iii) lack of jurisdiction to enforce land tenure security solutions. This needs to be realized within the many strenuous challenges faced in the process of fostering land tenure security for

vulnerable groups, including women, youth, and people with disabilities, viz. (i) relative lack of acceptance of women and other groups' rights to owning and managing of land by some groups; (ii) male-dominated processes and forums that impede women's empowerment and possibility to access land and natural resources.

In light of this, UN-Habitat is implementing an advocacy campaign to raise awareness on the importance of the land settlement process and people's individual and collective rights with regards to accessing, owning and inheriting land (for further details, please refer to **Annex 1: Awareness Raising Plan**).

The campaign's chosen slogan is **Support their right** (ادعمهم بحقوقهم) to emphasize that women have a right to access and use land, and that men are responsible for supporting women and other marginalized groups with enjoying this right.

Furthermore, in relation to the mentioned project, is a need to formulate and endorse a National Urban Policy (NUP). NUP is a multi-sectorial, multi-level, multi-stakeholder and human development centred process aimed at the transformation of urban areas and other human settlements. A NUP is an essential tool through which government can facilitate positive urbanization patterns and should be able to create the favourable conditions through a three-pronged approach - appropriate legal framework, municipal financing, and planning and design which articulate horizontal and vertical coordination. This policy is currently being developed through a participatory process led by UN-Habitat, MoLG and An-Najah University, under the ambit of the same project.

In order to deliver these messages, UN-Habitat is seeking to hire a **media and visual content production** to develop visual content to disseminate information. Specifically, motion-graphics (three videos) and printed materials (two publications):

- An animated explanatory video and a legal factsheet brochure – both aim at capturing the land settlement process and the emphasizing the rights of different groups
- Video and written documentaries – both aim at capturing people's unique user-journeys and their relationship to land
- Video documentary –aiming to capture the NUP process and its outcomes

### C. Major Outputs for this Assignment:

The assignment at hand aims at achieving the following objectives:

#### 1) Data collection

- **Animated video and legal factsheet brochure:** Gather information and content available from UN-Habitat, LWSC and its implementing partners on the land settlement project, its main procedures, and the rights of different groups; if needed, rephrase into user-friendly messaging.

- **Video Documentary and Written Documentary (series of 10 short-stories):** Conduct field visits to the targeted communities in order to capture content related to the advocacy campaign (stories of positively deviant and influential men and women).
- **Video Documentary for the National Urban Policy:** Gather information and content available from UN-Habitat, MoLG and An-Najah University on the National Urban Policy development process to develop one video documentary capturing the process and its outcomes.

## 2) Content creation and development<sup>1</sup>

- **Animated video and legal factsheet brochure:** Based on the cumulative set of messages obtained from the key stakeholders, develop a motion-graphic explanatory animated video which reflects: (i) the land settlement process; (ii) the legal rights of different groups; and (iii) the political, economic and social benefits of land ownership and registration.
- **Video Documentary and Written Documentary (series of 10 short-stories):** Based on the data gathered interviews with beneficiaries, create one video documentary and develop, design and print 10 short-stories (publication) capturing the stories of men and women and their user journeys and unique relations to land, emphasizing the importance of women's ownership of land.
- **Video Documentary for the National Urban Policy:** Based on the data obtained on the NUP and its participatory process, design and develop one video documentary.

## 3) Delivery and dissemination

- Develop a multi-level dissemination plan for both the motion-graphics and printed materials (identifying the main channels, timeframe and frequency of promotion) to ensure that the target locations are reached. This can include sponsored reach via social media and other tools via collaborations with private sector (e.g. Mada TV, Jawwal, Bank of Palestine) – consultations with relevant stakeholders is needed.
- Disseminate the information via the selected tools and channels.

## 4) Monitoring and evaluation

- Monitor the performance of the awareness campaign from its launch to conclusion.

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<sup>1</sup> **Note:** Development of graphics includes all stages from content compilation, to design and conversion into compatible and high-resolution formats. Development of motiongraphics includes all video-production stages from storyboard creation, capturing video footages/creating animated graphics, video montaging, and post-production video management; videos should be submitted in high resolution, and high-resolution raw footage (if any) should be delivered via cloud.

- Prepare a detailed final evaluation report of performance metrics for each of the stages identified above and for each of the communication channels that will be used throughout the campaign. This should include success relative to the key-performance indicators, and any incidents/issues that may arise, as well as general insights on the progress of the campaign.

The company is expected to contribute to knowledge management and capacity development activities in and outside the UN System and to ensure efficient and effective substantive coordination support to work activities while ensuring adherence to organizational policies and procedures. The company is also expected to develop the materials whilst adhering to UN-Habitat Branding Guidelines (**Annex 2**) as well as UN-Habitat's Filming Guidelines (**Annex 3**).

UN-Habitat will provide logistical and technical support in the preparation for the production and design of the materials. This shall include: (i) providing all of the messaging that will be needed to develop the video scripts, (ii) coordinating with beneficiaries and project stakeholders for field visits and interviews; and (iii) supporting in the field visits for the video footage.

#### **D. Responsibilities of UN-Habitat**

- The UN Finance Regulations and Rules preclude advance payments and payment by letter of credit. The UN Standards payment terms are 30 days upon receipt of vendor invoices and proof of provision of satisfactory goods and/or service to the United Nations.
- UN-Habitat reserves the right to accept the whole or part of your offer. Information provided by the bidder will constitute the basis for any eventual award of contract and/or Purchase Order (PO).
- PO/contract will be awarded to the bidder with the lowest offer that complies with the specifications.

#### **E. Responsibilities of the vendor**

- Acknowledgment that this RfQ and resultant purchase order are subject to the [United Nations General Conditions of Contract for Goods](#)
- A signed letter stating agreement to the terms of the [UN General Conditions form](#), and confirming the validity of the financial offer for 90 days
- Submission of an offer that details any duty or VAT charges. Taking into consideration that UN-Habitat is exempt from all duties and VAT
- Bidders should clearly state applicable production and delivery lead-times
- Indicating the following information in the offer:
  - Detailed work plan
  - Unit Cost (in USD exclusive of VAT)

## F. Evaluation criteria

The bidders will be evaluated based on their submitted technical and financial proposals; the technical proposal should include a detailed work plan and timeframe. The technical evaluation will account for 70 per cent of the overall mark; whereas the financial proposals account for 30 per cent of the overall mark.

### Technical evaluation criteria

- Proven experience in the media sector (over 5 years) and official company registration (Copy of Certificate of Registration required)
- Previous experience working with a UN agency or international NGO
- Demonstrated experience (over 5 years) in the production of motion-graphic and printed material content in high quality; previous work samples should be submitted
- Demonstrated experience of the staff assigned to the project (graphic designer, video developer and editor/quality assurance); CVs of the staff should be submitted
- Clarity and viability of the submitted work plan with clear timeframe and deliverables
- Only vendors who score **at least the minimum score of 50 per cent** in all criteria will move to the next phase and be evaluated on their financial offer.

### Financial evaluation criteria

Evaluation of the financial offer in comparison to lowest qualifying offer received:  
Financial score = Maximum number of points for the financial proposal (30) / Price of proposal being evaluated x Lowest price offer.

## G. Submission

Interested company bidding must deliver technical and financial offers in electronic format addressed for the attention of UN-Habitat at: [unhabitat-palestine@un.org](mailto:unhabitat-palestine@un.org) by the deadline of 15 August 2021 at 12:00 hours (Jerusalem local time). Bidders must submit offers for all media items. Joint offers involving more than one vendor are **not** accepted.

Late quotations and quotations sent to or copied to any other e-mail address will be automatically disqualified.

## H. Inquiries

Please direct any inquiries concerning this RfQ to: [unhabitat-palestine@un.org](mailto:unhabitat-palestine@un.org). All inquiries should be received no later than 8 August 2021 by 12:00 hours (Jerusalem local time) and will be responded to collectively.

