Call for proposals for producing

The 40th Anniversary Film of UNESCO’s
International Programme for the Development of Communication (IPDC)

Background

Set up in the 1980s, the International Programme for the Development of Communication (IPDC) is a multilateral body within UNESCO with a mandate to promote media development worldwide. The Programme supports grassroots media development projects and seeks an accord to secure a healthy environment for the growth of free and pluralistic media in developing countries.

On the occasion of the 40th anniversary of the IPDC in 2020, UNESCO wishes to produce a short film (5 to 10 minutes, which can also be segmented into shorter elements with key messages for social media posts). This will be based on a script to be developed by the Contractor in consultation with the Secretariat of the IPDC. The script should celebrate the importance of media development as a factor for wider sustainable development, with IPDC as a unique mechanism - agreed across political divides – that over the years has made major impact on the ground, and in terms of international norms.

The film should include a mix of interviews with past and present UNESCO Director-Generals, programme beneficiaries, and other informed stakeholders/observers as well as video footage available in UNESCO’s Archives and/or provided by field offices and IPDC partners. The language should be accessible to its target audience and the general public at large and in line with UNESCO standards.

For additional information on the IPDC, visit our website here.

Overall Objective and Target Audience

The overall objective is to produce a short documentary film on the value of UNESCO’s oldest programme in the field of media development, through tracking its history and evolution over the last 40 years. The film will serve as a communication and information tool to promote the Programme and to inform new country delegates and partners about the Programme's uniqueness and contribution to overall development. The target audiences are UNESCO Member States, particularly those who are members of the IPDC Bureau and Council, IPDC current and potential donors, and UNESCO’s freedom of expression and media development partners, including civil society, NGOs, the academia, the private sector, UN agencies, but also the wider public.

Scope of work and Specific Tasks

The following tasks will be necessary for the successful completion of the assignment:
1. Consult with IPDC secretariat and research available documents and materials (project documents, minutes of meetings, archive materials, videos, photographs, audio and any visibility material produced such as brochures, press releases, and other relevant literature) in order to better understand the Programmes’ objectives, mandate and results achieved;

2. Prepare a draft script and submit it to the IPDC Secretariat for feedback; the script should propose a number of interviews and projects to be highlighted;

3. Based on the approved script, produce a rough cut of the film, including interviews and images from the Archives of UNESCO;

4. Based on feedback on the rough cut, finalize the video post-production and deliver the final product to the IPDC Secretariat for final review;

**Deliverables**

The production company will deliver:

1. A script for the film for review by the IPDC Secretariat;
2. A rough cut of the film for review by the IPDC Secretariat;
3. A final version of the film, including standalone segments for social media dissemination.

Proposals for the project should abide by the principles, objectives and values of UNESCO.

**The minimum standards for the video quality are as follows:**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>DIMENSION</th>
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</thead>
<tbody>
<tr>
<td>Frame size and image dimensions</td>
<td>1440 pixels wide x 1080 (16:9)</td>
</tr>
<tr>
<td>Base temps</td>
<td>25 ips</td>
</tr>
<tr>
<td>Variable Bit Rate</td>
<td>18,50 Mbits/s max</td>
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<tr>
<td>Screen Aspect Ratio</td>
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<tr>
<td>Interlacing</td>
<td>Compatible version</td>
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**Plan of Work/Duration**

This assignment is expected to start by the end of October 2019 and be completed before 31 March 2020, including periods dedicated to including UNESCO inputs on the draft production and completing the final version of the film.

** Ownership**

The video will be the sole property of UNESCO. The selected production company name and logo shall be acknowledged in the closing credits.
How to participate

Candidates should send a technical and financial offer by 07 October 2019 at midnight (Paris Time) at the latest. Qualified candidates are requested to submit the following documents to the Secretariat of the IPDC:

1. an up-to-date curriculum vitae including a description of the individual/company's profile outlining recent audio-visual work with relevant links where this work can be screened;
2. a clear statement indicating how the qualifications and experience of the candidate respond to the needs of the assignment;
3. a concrete statement on what methodological approach the contractor will adopt to carry out the assignment and to achieve the objectives of this exercise;
4. the overall cost of the assignment expressed in US dollars or Euros as an overall lump-sum, along with a detailed budget breakdown on how this sum will be used, including any travel and subsistence requirements.

Contact Information

For more information on this call for proposals, please contact the Secretariat at the following email address:

The International Programme for the Development of Communication (IPDC)
Division for Freedom of Expression and Media Development,
UNESCO Communication and Information Sector,
lpdc.secretariat@unesco.org