

Terms of reference (ToRs) for the procurement of services below the EU threshold

Provision of animated short films production services

**Project number/
cost centre:
17.2028.3-001.00**

0.List of abbreviations	2
1.Context.....	3
2.Tasks to be performed by the contractor	4
3.Concept.....	5
Technical-methodological concept	5
Project management of the contractor.....	5
Other specific requirements.....	5
4.Costing requirements	5
5.Requirements on the format of the bid	6

0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2020
DLG	Supporting Decentralisation and Local Governance (DLG) Program in Iraq
HCCP	Higher Commission for Coordination among Provinces
ToRs	Terms of reference

1. Context

Since 2005 a decentralized vision of a federal government is designed by the new Iraqi Constitution approved by referendum on 15 of October 2005 with Law 21 as its cornerstone. The traditionally centralized state structure of Iraq has very limited experience concerning the tasks and roles of different levels in public service delivery. Officials and mandate holders at the sub-national level, civil society organizations and citizens lack information on the state of implementation of decentralization and participation opportunities.

The DLG (GIZ) program focuses on capacity development of key players at national and sub-national levels to implement decentralization in a citizen-oriented manner. This is firstly done through raising awareness about decentralization and building capacities of public employees at central level in the partner structures. Secondly, organizational units within local public administrations ('local budget sections') will be activated and qualified in 15 governorates to reduce financial dependency on national budget. Thirdly, micro-projects in selected districts of 15 governorates are planned while considering local resources, tackling citizens' needs and generating revenues that remain on subnational level. Finally, the local civil society shall be empowered through communication tools and participatory mechanisms that enhance citizen engagement in local planning and development.

Through technical advisory, DLG (GIZ) supports the Higher Commission for Coordination among Provinces (HCCP)¹ in developing communication instruments with the aim of informing the broader public about the decentralization process in a conflict-sensitive manner. The aim is to inform the Iraqi citizens about the objectives, the content and the status of the implementation of decentralization in Iraq, and to point out opportunities for citizens to participate.

To achieve this, the objective is to produce short animated explanatory films (mini documentaries) that are illustrated by moving images, graphics and sound animation that will be published through the HCCP social media channels, embedded in its website and presented during workshops/events as a suitable communication tool to make a complex topic accessible to a broader target group within Iraq. Through the tool of emotional storytelling the citizens and their needs should be brought to the focus.

¹ The Higher Commission for Coordination among Provinces (HCCP) was established in 2015 by Law 21. It is tasked with transferring various departments and responsibilities from the ministries to the provinces, along with funding and staff, as well as coordinating among the provinces on local administration and tackling problems and obstacles faced. It monitors the implementation of the decentralization process and informs the broader public about the status quo of the reforms.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following deliverables:

- Edited **scripts**, story building and the final **production** of a minimum of five (a maximum of ten) short films (each film will be between about 1-5 minutes long) in close coordination with the DLG (GIZ) communication advisor who submits the first draft of the scripts.
- Delivering a culture-sensitive **character design** and a consistent corporate design for the video campaign (**storyboard**) using a well-elaborated 2D animation technique.
- Including the providence of all technical equipment/software to produce and cut the short films.
- Including the providence of licenses for all image and sound material.
- Including the providence of all sound/music mix and text/subtitles (including English and Arabic translations by a professional copywriter) and voice studio recordings of professional speakers (males/females of Iraqi origin) with good command of Modern Standard Arabic and Iraqi Colloquial Arabic (ideally from different areas within Iraq).
- Including the providence of the **deliveries** of the short films in technical online versions (full HD native high resolution H264 MP4).

Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term:

Milestone	Deadline/place/person responsible
Scripts are finalized	31 of July 2021 / digitally / Contractor in close coordination with the GIZ Communication advisor (with a maximum of 3 feedback loops)
Character Design and Storyboards are finalized	30 of September 2021 / Contractor in close coordination with the GIZ Communication advisor (with a maximum of 3 feedback loops)
Short films are produced and delivered	30 of November 2021 / digitally / Contractor

Period of assignment: From June 2021 until 30 of November 2021.

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter Tasks to be performed by the contractor are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept).

Technical-methodological concept (1.4.1 in the technical assessment grid)

The bidder is required to describe the **key processes (presentation of an implementation plan including work steps and milestones)** for the services for which it is responsible and create a schedule that describes how the services according to Chapter Tasks to be performed by the contractor are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter Tasks to be performed by the contractor.

Project management of the contractor (1.6.2 in the technical assessment grid)

- The contractor is responsible for selecting, preparing, training and steering the animation and sound designer team of experts (focal contact point who has the lead, copy writers, animateurs, cutter, sound designer, professional speakers, professional translators for both Arabic and English) assigned to perform the tasks.
- The contractor makes available equipment and licenses and assumes the associated operating and administrative costs.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.

The contractor reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2020.

The bidder is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the bid; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

Other specific requirements (1.7 in the technical assessment grid)

In the bid, the bidder is required to **present a work sample of an animated short film produced** on behalf of the bidding production company and a **first draft of a conflict-sensitive concept (pitch) including an unanimated character design suitable for the raising awareness campaign on the decentralization process in Iraq.**

4. Costing requirements

The bidder is required to draw up a pricing offer (all inclusive package as mentioned in Chapter 3) for up to ten animated short films à 5 minutes each (a total of 50 minutes of film material).

Inputs of GIZ or other actors

GIZ are expected to make the following available:

- The GIZ/DLG Communication Advisor will submit a first draft of the scripts to be edited further together with the contractor (upon feedback of HCCP).

- The GIZ/DLG Communication Advisor will be the focal point for the contractor and will coordinate all feedback loops between the contractor and HCCP.

5. Requirements on the format of the bid

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) is to be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English.

The complete bid shall not exceed 10 pages.

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all applicable costs (editing the scripts, developing the character design and the storyboard/storybuilding, production and cut of the films by using own IT equipment, licences for image and sound material, sound recordings of speaker text, professional translations, deliveries and other fees etc.). The price bid will be evaluated based on the specified lump sum price. For our internal costing and any further commissions, please also provide the daily rate which the prices are based on. A breakdown of days is not required.