

TERMS OF REFERENCES

A company to provide video services during 2024

Objective:

The purpose of this engagement is to hire a video company to produce 10 compelling video materials and documentaries that effectively showcase the impact of People in Need Moldova's (PIN) contributions on the lives of ordinary people and the humanitarian situation in general. The videos should also illustrate how aid, financed by various donors, supports local communities, emphasizing the activities delivered to both local populations and refugees.

Working Arrangements:

- The videographer will be under contract with the Communications and Advocacy Department for services on an intermittent and repetitive basis.
- Upon receiving a service request, the videographer must confirm availability within 48 hours.
- Financial commitments will be established for each service request, by placing the Purchase Orders (PO);
- Payments will be made upon certification by PIN that the services were satisfactorily performed, and deliverables were achieved by or before the due dates.
- Selected candidates will need to use their own high-quality audio-visual equipment. PIN will not provide any equipment. Please share the list of high-quality equipment that the applicant will use.

Deliverables:

- Production of Broadcast-Quality Videos: Film high-quality videos that highlight the stories of individuals impacted by PIN's assistance. Capture the activities delivered to local populations and refugees, emphasizing the positive changes brought about by PIN and its local partners. Protagonists of the video involved will be PIN beneficiaries located in north, center and south region of the country. PIN is thinking of production of three (3) high-definition versions (types) of video materials, developed by the provider with following specifications:
 1. Up to 1'00": vertical format for Reels (Facebook and Instagram), including subtitles.
 2. Up to 1'30": vertical format for Reels (Facebook and Instagram), including subtitles.
 3. Up to 2 min video clips (1920x1080 or higher) and horizontal/landscape format for YouTube, including subtitles.
- Professional Video Editing: Final Cut Pro or other industry-standard editing software (Avid, Premiere, etc.).
- Video Format: various video formats and expertise in video file conversions. The company shall have the capability to convert video files from multiple formats.
- Lighting for Video: The company shall use effective lighting techniques for video production (in accordance with the preliminary announced location).
- Video Format and Language Specifications of the final products:
 - Provide videos in two different formats: (horizontal 16:9 and vertical 9:16).
 - Deliver videos with subtitles in English and Romanian or Russian, as per request.
 - Provide draft mock-up (clean, no bottoms and subtitles) of the videos

Qualification requirements:

- **Company:**
 - High experience (five years or more) in video production;
 - a professional certificate from a film school is an asset.
 - Minimum three years of experience producing video content for social media, particularly YouTube.
 - Minimum two years of experience in video production or other professional editing software. Minimum two years' experience in professional filming.
 - Prior experience working with International NGOs.
 - Experience in producing video interviews. Familiarity with video and social media communications of other humanitarian organizations is an asset.

- **Team Leader/Director:**
 - Degree in communications or journalism
 - Minimum 3 years' experience leading the company, coordinating a team and overseeing the overall tasks in video production activities
 - Minimum 3 years' experience in writing scripts, production of video, documentaries, spots
 - Language: Native Romanian; knowing basic English is an asset.

- **Video Editor:**
 - a degree in film production, video editing, communications, or a related field is preferred.
 - 3 years of professional video editing experience. Proven track record of editing videos across various genres, such as documentaries, commercials, or corporate videos.
 - Proficiency in using industry-standard editing software like Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve. Experience in color grading, audio editing, and incorporating visual effects.
 - A strong portfolio showcasing a variety of projects, demonstrating proficiency in storytelling, pacing, and creative editing techniques.
 - Knowledge of different video formats and codecs, video compression techniques and online platforms.

- **Cameraman:**
 - A degree in cinematography, film production, or a related field is preferred.
 - 3 years of experience as a cameraman or director of photography.
 - Extensive experience in operating various types of cameras, lenses, and other filming equipment. Familiarity with different shooting styles, such as handheld, Steadicam, etc.
 - Knowledge of lighting techniques and equipment: a diverse portfolio showcasing the ability to capture different types of shots in various environments and lighting conditions.
 - Ability to work closely with the director and other team members to achieve the desired visual style for the project.

Submissions:

- **Company profile:** Profile, experience in field, quality (if any) and registration certificate
- **Key Personnel:** Names and qualifications of the key personnel that will perform the services, including their CVs
- **Technical equipment:** list of owned by company shooting and video editing equipment
- **Budget Proposal:** Submit a comprehensive budget proposal covering all aspects of video production, including pre-production, filming, editing, and post-production.
- **Timeline:** Provide a general production timeline in number of days needed (schedule of deliverables, filming, editing, and final delivery).

General requirements:

- **Review and Approval Process:** Establish a transparent and efficient review and approval process to ensure alignment with PIN's messaging and standards.
- **Intellectual Property:** all the videos will remain the property of People in Need, protected by national and international copyright laws.

Evaluation:

- **Evaluation Criteria:** Proposals will be evaluated based on:
 - Previous experience in producing impactful humanitarian videos will be an important asset.
 - Alignment with PIN's mission and values.
 - Creative approach and storytelling capability based on company portfolio.
 - Efficiency in Cost Management and Timely Execution.
- **Evaluation Method:**
- **Methodology:** Quality-Based Selection with Combined Scoring
- **Evaluation Structure:** Technical Criteria: 60% & Financial Criteria: 40%
- **Quality Threshold:** Minimum Passing Score for Technical Evaluation: 60% of Total Points

Technical Proposal Evaluation		Points obtainable
Section 1 - Expertise of the Firm/Organization		
1.1	High experience (five years or more) in video production (less than 5 years of experience – 0 pts; 5 years - 10 pts; each additional year - 2 pts, up to max 20 pts)	20
1.2	a professional certificate from a film school is an asset. (no certificate - 0 pts, certificate - 10 pts)	10
1.3	Minimum three years of experience producing video content for social media, particularly YouTube. (less than 3 years of experience – 0 pts; 3 years - 10 pts; each additional year - 2 pts, up to max 20 pts)	20
1.4	Minimum two years of experience in video production or other professional editing software. Minimum two years' experience in professional filming. (less than 2 years of experience – 0 pts; 2 years - 5 pts; each additional year - 1 pts, up to max 10 pts)	10
1.5	Prior experience working with International NGOs. (less than 2 years of experience – 0 pts; 2 years - 5 pts; each additional year - 1 pts, up to max 10 pts)	10
1.6	Experience in producing video interviews. Familiarity with video and social media communications of other humanitarian organizations is an asset. (less than 2 years of experience – 0 pts; 2 years - 5 pts; each additional year - 1 pts, up to max 10 pts)	10
Total Form 1		80
Section 1 - Management Structure and Key Personnel		

2,1	Qualification of key personnel proposed	
2.1 a	Team Leader/Director:	
	Degree in communications or journalism	
	Minimum 3 years' experience leading the company, coordinating a team and overseeing the overall tasks in video production activities (less than 3 years of experience – 0 pts; 3 years - 7 pts; each additional year - 1 pts, up to max 10 pts)	10
	Minimum 3 years' experience in writing scripts, production of video, documentaries, spots (less than 3 years of experience – 0 pts; 3 years - 7pts; each additional year - 1 pts, up to max 10 pts)	10
	Language Qualifications (Romanian – 5 pts, Russian– 5 pts)	10
2.1 b	Video Editor	
	Minimum 3 years of professional video editing experience. Proven track record of editing videos across various genres, such as documentaries, commercials, or corporate videos. (less than 3 years of experience – 0 pts; 3 years - 7 pts; each additional year - 1 pts, up to max 10 pts)	10
	Proficiency in using industry-standard editing software, less than 3 years of experience – 0 pts; 3 years - 10 pts; each additional year - 1 pts, up to max 10 pts)	10
	Language Qualifications (Romanian – 5 pts, Russian– 5 pts)	10
2.1 c	Cameraman	
	Minimum 3 years of experience as a cameraman or director of photography, less than 3 years of experience – 0 pts; 3 years - 7 pts; each additional year - 1 pts, up to max 10 pts)	10
	a diverse portfolio showcasing the ability to capture different types of shots in various environments and lighting conditions, each types of sample adds - 1 pts, up to max 10 pts	10
	Language Qualification (Romanian – 5 pts, Russian– 5 pts)	10
Total Form 2		90
	TOTAL	170

Financial	
Evaluation of submitted financial offers will be done based on the following formula: S = Fmin / F * 40 S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.	40
Maximum Total Financial Scoring	40