

REPUBLIC OF TURKEY
EDUCATIONAL INFRASTRUCTURE FOR RESILIENCE PROJECT
(P162004)
TERMS OF REFERENCE
OF
CONSULTANCY SERVICE PROCUREMENT FOR CREATING VISIBILITY
VIDEOS

| | |
|---|--|
| Project Component/Section: ¹ | Component III: Project Management and Support for Technical Capacity Building for Infrastructure |
| Project Sub-component/section: ² | Visibility and Communication |
| Purchase Plan No: ³ | FRIT1-WB-CS-07-05 |
| Work Name/Assignment Tit: ⁴ | Creating Project Visibility Videos |
| Work Objective/Assignment Objectives: ⁵ | It is aimed that the required visibility videos are created to activate the project communication processes conducted by MoNE Construction and Real Estate Department with the support of the World Bank under the EU FRIT fund and the updates of the produced materials are made for 2 years. In addition, these are among the objectives of the work to translate the videos into English and Arabic for multilingual communication which is defined in the Communication Strategy. |
| Work/Assignment duration: ⁶ | 24 Month |
| Estimated Cost: ⁷ | TL |
| |\$ ⁸ |
| Purchase/Consultancy Type: | Consultancy Service – Consulting Firm |
| Purchase/Selection Method: | Selection Based on the Consultant’s Qualifications (CQS) |
| Pre-review: | No ⁹ |
| Institution to be reported (Implementing institution): ¹⁰ | R.T. Ministry of National Education Construction and Real Estate Department |

¹ The relevant Component/Section on the Background will be written

² The relevant Sub-component/Section on the Background will be written.

³ Contract number on the Procurement Plan will be written.

⁴ The work name which is subject of the tender will be written.

⁵ A summary of “C. OBJECTIVE” will be written.

⁶ The work duration will be written in day/week/month and in words.

⁷ The cost included VAT will be written in TL and US.

⁸ It will be calculated over the Central Bank exchange rate which is valid on the date when the TOR is drawn up/sent.

⁹ It will be written as per the Procurement Plan.

¹⁰ Name of the Unit conducting the tender will be written.

A. BACKGROUND

European Union has submitted a Grant to the Government of Turkey to be used through the World Bank for the cost of the Educational Infrastructure for Resilience Project.

Ministry of National Education wishes to use a tranche of funds for eligible payments under the contract for creating the videos to be used in the Project visibility and translation of these videos into English and Arabic included in the Project communication. Milli Eğitim Bakanlığı İnşaat ve Emlak Dairesi Başkanlığı hali hazırda projenin iletişim stratejisi çerçevesinde “Proje Görünürlük Videoları” satın alınması amacıyla düzenlenecek sözleşme altında yapılacak olan ödemelerde kullanılacaktır.

The components of the Project envisaged to be built 56 educational facilities in 12 provinces during the implementation process are as follows;

- **Component 1: Supporting Educational Infrastructure Investments**
It will be ensured that 39.600 Syrians under Temporary Protection will benefit from the new educational investments. 28 Primary schools, 17 Secondary educations, 10 vocational education and 1 public education center will be built under the Project. For these educational facilities (institution/building) 672 classrooms for primary school, 408 classrooms for secondary school and 240 classroom for vocational education will become operational.
- **Component 2: Enhancing Quality Learning Environment**
Materials which are eligible for new and quality learning environment will be used in all facilities to be built. The component will include include not only all desks and chairs but also establishment of laboratories with proper equipment and material for various science and technical courses, language labs with equipment and systems, sports equipment and tools, IT equipment, and vocational/skills training materials.
- **Component 3: Project Management and Technical Capacity Building for Infrastructure**
The objective of Component 3 is to support all operational expenses and technical capacity building activities that would be needed for timely and efficient implementation of the Project.

B. DEFINITIONS

Contracting Authority: Ministry of National Education

Bidder: Firms interested in the service of creating visibility videos

Agency: Firm which will perform the service of creating the visibility videos

Work: Service of creating visibility videos

PIU: Project Implementation Unit

SuTP: Syrians under Temporary Protection

C. OBJECTIVE

It is envisaged that various visibility activities will be conducted as per the communication objectives defined in the Project communication strategy under the Educational Infrastructure for Resilience Project. In this framework, a service which is one of the visibility activities and enhances the visual narration capacity in the communication processes of the Project Implementation Unit is required. The service of creating visibility videos will be performed within the framework defined in this document. Besides, the content production in various language which is defined as one of the Project communication instrument is envisaged to be performed within this scope.

D. WORK SCOPE

It is expected that the activities will be shaped within the framework of the below defined service areas to provide qualified service with cognitive and required basic contribution to the Project communication activities under the Project. The Agency will work in conformity with the Project Implementation Unit, World Bank and European Delegation.

Works on Developing the Project Visibility Videos

The Agency will develop the Visibility Videos for diversifying the visual narration elements under the Project being implemented. The mentioned videos will include the video graphic characteristics and video and photos of the site. The Agency will be responsible for receiving the copyright of all visuals used in the videos and having no copyright issues.

The Agency will provide the text content to be used in the process of the visibility video developing and will ensure that the scriptwriter revises the compliance of the relevant text with the video and visual narration format. The final text will be dubbed following to the approval of the Contracting Authority. Turkish video/video graphics will be created in 4 different concepts under the Project. The types of these materials are as follows;

- Project Introductory Video (Long Version) (5 min.)
- Project Introductory Video (Short Version) (1 min.)
- Environmental and Social Management Framework (5 min.)
- Project Activities at Provincial Level and Progress Video (12) (3 min.)
- Project Human Life Stories (1,5mins x 6 Person= 9 min.)

The Agency will record video and take photos of the areas which are subject of the video and the construction sites in this area in the Project activities at provincial level and progress videos. Raw images of the shootings will be delivered to the Contracting Authority to be used in different communication processes. The provinces in which shooting will be performed on the site are: Adana, Ankara, Mersin, Konya, Hatay, Kilis, Bursa, İzmir, İstanbul, Kahramanmaraş, Osmaniye, Kayseri. The Project activities at provincial level and progress videos will be supported with video graphics along with the site images.

The consultant is required to visit the Project implementation provinces during the video shooting of the Project human life stories with the direction of the Contracting Authority and to make interviews and site shoots of the relevant human life stories. It is envisaged that average 4-6 different province visit and shootings will be conducted during the shooting. It is envisaged that minimum 6 persons' life stories will be included in the video. Each story shooting will be created as an average 1,5 min. video. The consultant will conduct all required assembly and installation processes following to the shooting. In the event that additional shooting is required for the quality of video, the Consultant is responsible for making additional shoots. The Consultant will provide all equipment and manage the logistic process.

The minimum qualifications of the videos are as follows;

- 1920x1080 Pal HD format and colorful
- Including After Effects videographics animations, Premier image and with sound editing,
- Conducted the Color correction process,

- Compliant with the minimum 3 different image format.

The Agency will ensure that all content to be created will be in compliant with the EU visibility rules.

Works on Producing the English and Arabic Versions of the Visibility Videos:

The Agency will draw up the English and Arabic Version of all videos created under the Project. The English and Arabic versions will be drawn up by means of translating the text content which is approved by the Contracting Authority by the Professional translators. The Agency will cover the translation costs in this process.

Dubbing of the English and Arabic version will be conducted by the English and Arabic Native Speakers. Similarly, the video editing will be updated as per the diversifying language characteristics and emphasizes. The video characteristics will be in compliant with the characteristics defined in the section “Works on Developing the Project Visibility Videos” of TOR. The Agency will also make the required study of editing update in order to ensure the translated videos to have eligible characteristics for the flow-language harmony.

The video typed and approximate durations under the Project are defined below.

- Project Introductory Video (Long Version) (5 min) (in English and Arabic)
- Project Introductory Video (Short Version) (1 min) (in English and Arabic)
- Environmental and Social Management Framework (5 min) (in English and Arabic)
- Project Activities at Provincial Level and Progress Video (12) (3 min) (in English and Arabic)
- Project Human Life Stories 1,5mins x 6 Person= 9 min) (in English and Arabic)

Works on Updating the Visibility Videos:

All videos produced under the work will be used in the presentations and demonstrations prepared by the Contracting Authority during the Project duration. In this framework, it is envisaged the content will be required to be updated by the status of the Project progress. The Contracting Authority will deliver to the Agency the update request on the video base and the update will be made minimum in 5 working days.

The dubbing that will be used in the video update process will be the same in the remaining part of the video. In the event that the same voice is not found the dubbing of all video will be read from the beginning. Each update made in videos in Turkish will be reflected on English and Arabic version of the videos. The agency will respite to the Contracting Authority the updates in English and Arabic maximum in 10 working days.

It is envisaged that 60-minute video update in total will be made during the Project implementation.

E. RESPONSIBILITIES AND QUALIFICATIONS OF THE KEY PERSONNEL

The responsibilities and qualifications of the key personnel to be assigned by the Agency during the implementation process are as follows.

| Position | Number |
|-----------------------------|----------|
| E.1 Production Expert | 1 person |
| E.2 Graphic Designer | 1 person |
| E.3 Scriptwriter/Copywriter | 1 person |

E.1 Production Expert

The production expert is responsible for performing the services at high quality level such as determining the scenario-based narration types of the visibility videos to be created within the Project, editing the created video graphics, dubbing coordination and sound editing. The production expert will be responsible for taking role in the process of the video creating along with the narration quality of the video general flow and visual integrity.

Minimum Qualifications:

- Bachelor's Degree (Preferably in Communications, Design or Fine Arts)
- Minimum 2-year experience in the fields of video, film making, production or directing,
- Advance knowledge of the video production programs (Adobe After Effects, Adobe Premier, Audition etc.)

E.2 Graphic Designer

The graphic designer is responsible for the graphic designs to be made in all services provided by the Agency and for creating infographic/videographics to be made in videos. The graphic designer will function in preparing the requested visuals within the activities of the visibility videos creation as per the Project planned requirements and in editing the images from the Project implementation and ensuring these images to become useful in the communication.

Minimum Qualifications:

- Bachelor's degree in departments of fine arts, graphic design, communications
- 2-year experience in graphic design,
- Advanced knowledge of basic graphic design programs,

E.3 Scriptwriter/Copywriter

The scriptwriter/copywriter is responsible for reading the text prior to dubbing of the Project visibility videos and for making the required editing in terms of the video flow. The scriptwriter/copywriter is also responsible for making the required development for emphasis and narration method to be used during dubbing.

Minimum Qualifications:

- Bachelor's degree,
- Minimum 2-year experience in scriptwriting and copywriting,
- Performed the copywriting of promotional materials such as introductory videos, advertisements, public spot or radio spot in business life.

F. REPORTING LIABILITIES OF THE CONSULTANT

The Agency will organize a working meeting in which the personnel to be assigned in the visibility videos will be ready within 10 days as of the start date of employment and the characteristics of the video to be produced will be discussed with the Contracting Authority.

The Agency will issue any kind of report in the format determined by the Contracting Authority and World Bank.

The delivery conditions below concerning the ongoing work phases the Tenderer;

All documents and reports that have to be delivered by the Agency will be delivered in 3 copies in Turkish.

Digital contents will be delivered on 3 (Three) sets of USB Flash Drive and in a format deemed suitable by the Contracting Authority.

The report format shall be A4 or if necessary A3. If necessary, Contracting Authority may request explanatory presentations about the report.

If necessary, the draft version of reports shall be submitted to the Contracting Authority beforehand to seek its opinion. The Agency shall draw up the final report reflecting any changes made during deliberations.

Scope of the Reports and Documents

- Visibility Video Reports: In addition to the videos that will be delivered to the Contracting Authority under the report that will be drawn up by the Agency for the created videos, it will include video features (duration, format, etc.), video creation duration, video text, used narration technique and dubbing files. The issued report may be for either a single video or more. Each material indicated as the annex of the report will be delivered on a USB flash drive in the digital format.

G. SERVICES AND OPPORTUNITIES PROVIDED BY THE CONTRACTING AUTHORITY

The Contracting Authority will make pre-information and provide the required information to the consulting firms for assignments indicated in TOR during the lifespan of the Project before the performance.

The consulting firm will be also provided the working reports, data, the relevant information notes and presentations in the previous period of the Project.

The Contracting Authority will inform the consulting firm about the visibility rules and other principles about the visibility that have to be followed and the relevant information during the performance of the work. In the event that the consulting firm needs to take Picture on the site, the Contracting Authority will be responsible for contacting the responsible personnel on the construction sites and the Agency personnel. In addition to this these are among the opportunities that will be provided by the Contracting Authority;

- Video text contents
- Site pictures belonging to the Contracting Authority for videos
- Statistical information belonging to the project and other relevant information.

H. SUPERVISION OF THE WORK BY THE CONTRACTING AUTHORITY

All the processes of the service which is the subject of the Specification shall be regularly supervised via the implementation team assigned by the Contracting Authority. Monitoring

activities shall be conducted in the supervision period of the service within the frame of the criteria at below. The contracting authority personnel is entitled to apply the comment and suggestions from independent experts concerning the quality of service and outputs. The implementation team shall regularly evaluate the status of the visual design, social media and content management services on a monthly basis and positive opinion of the Communication Expert shall be necessary for the payment to be made under the Project. During the Project implementation process, the contracting authority shall highlight issues at below.

- Compliance of the work output with the Project implementation Schedule
- Accessibility level of the expected results
- General quality of the activities and compliance with the Contracting Authority
- Standardization and content adequacy of the produced report and documents
- Compliance of the personnel working under the Project with the specification criteria
- Coordination between the Agency personnel and the Project Implementation Unit (PIU)
- Communication of the Tenderer with the third parties

I. WORK DURATION, LOCATION AND TIME:

The work duration will be 24 months as of the start date. The estimated start date of the work is December 2017. There is no location restriction for the performance of the Creating Visibility Videos Service however the relevant personnel must be ready in a location and on a date that are determined by the Contracting Authority in any meeting and discussion requested by the contracting authority.

The Agency will cover the expenses such as extra-urban travel (outside the city where the working Office providing the consultancy service is located), accommodation etc. that will be required by the Agency personnel during the Project site visits or activities.

J. QUALIFICATION CRITERIA FOR FIRMS

The required qualification criteria for the Consulting Firm are as follows;

- Minimum 5-year firm experience in the services indicated in TOR.
- Performed one of the works such as project-based or institutional production, commercial film, video, introductory films of institutions/organizations such as public institutions, chambers or NGOs.
- Worked as supplier in one of the fields such as production, introductory, organization, communications, promotion, etc. in a EU-financed project
- Preferably having the personnel indicated in TOR as of the announcement date of the service procurement

K. PAYMENTS

The payments that will be conducted over under the work will be made over the unit price. In this frame, the services which are subject of the payment are indicated in the below table.

The payment will be made to the bank account number of the Tenderer within 20 days following to the approval of the Visibility Video Reports and Progress Payments. In the

months when the progress payments have not been sent, the payments which are subject of the service will be made to include the months when the payment is not made referring to the first progress payment which is issued next.

| Work Name | Unit | Quantity | Unit Price | Total Price |
|---|--------|----------|-------------|-------------|
| Works on Developing the Project Visibility Videos | Minute | 56 | | |
| Works on Creating English and Arabic Versions of the Visibility Videos | Minute | 76 | | |
| Works on Updating the Visibility Videos | Minute | 60 | | |
| | | | Grand Total | |