

Terms of Reference

TOR for Consultancy: Design and Production of Project Videos for Invest Maldives

1. Background

Invest Maldives, established under the Ministry of Economic Development, is the lead Government agency responsible for the management of strategic economic infrastructure projects as well as promotion and facilitation of inward investment into the Maldives. Invest Maldives is currently overseeing a number of such strategic investment initiatives of the government. These projects are currently at various stages of development and Invest Maldives is seeking to develop short project videos of the projects.

2. Goal and Objective of the Consultancy

The objective of this assignment is to design and produce 4 project videos pertaining to 4 key strategic infrastructure investments undertaken by Invest Maldives. The videos produced shall creatively portray the vision and benefits of the projects at the direct and indirect levels, contribution from the project to the overall economic agenda of the government and ultimately how the project can potentially impact the livelihoods of the people. The videos should adopt creative methods and techniques to deliver the above messages.

The assignment will require video shooting to be done in several locations in different parts of Maldives.

Competent firms are invited to submit applications as per the requirements outlined in this Terms of Reference. Invest Maldives will provide relevant information that is needed and assist in any co-ordination with related stakeholders during the project.

Scope of Work

The firm/team selected for this assignment will perform the following indicative tasks:

- Through own research and in consultation with Invest Maldives, prepare an outline for each video production that adequately covers the objectives of the videos.
- Carry out copywriting for the videos in line with the approved outline for the videos.
- Carry out the design/direction and production of the videos. Sourcing of relevant video footage (including stock footage or own video content), photography, high quality video camera, editing software as well as other equipment and supplies, will be the responsibility of the firm and shall be included in the quote provided. Travel costs related to shooting requirements at the project sites will be borne by the Ministry and such requirements shall be mutually agreed between the Ministry and the selected firm
- Apply videography, animation, editing, audio balancing, sub-titling, format exporting and other professional video production skills in producing a professional product of broadcast quality.
- Record and edit narration/voice over where needed under the guidance of Invest Maldives, edit the footage in keeping with the script and embed sub-titles in the video as necessary.
- Provide rough cut submissions for review and revision. Work/re-work on revisions as required.
- Produce the final cut upon incorporation of the feedback.
- Audio balance the final products and convert it into formats for use on large screen, TV, web, and other media channels.
- The videos shall be narrated in Dhivehi with English subtitles being displayed. It should be formatted for display online and offline, in a format readable by large screens, TV screens, laptops and mobile devices.
- Each video shall be between 5 to 8 minutes long.
- Advise and recommend how best to utilize the videos.

3. Outputs

At the end of the assignment, the following outputs shall be delivered to the satisfaction of Invest Maldives.

- Final cut of the video presentation, delivered to Invest Maldives in broadcast quality, LED, DVD and web optimized versions. The copyright of all work carried out under the project will be proprietary of Invest Maldives, Ministry of Economic Development.
- Provide social media & YouTube optimised files of the said videos. The firm will be responsible for certain level of editing or cutting that might be required for social media optimization of videos.

4. Reporting Arrangements

The project will be carried out under the guidance and direction of Invest Maldives. The successful firm/party must make time to meet with the designate officials from Invest Maldives on a weekly basis to report progress.

5. Qualifications and Experience

Proposals for the assignment will be considered from qualified firms/teams that fit the following criteria:

- Design agency/firm (with expertise in videography, marketing, copywriting)
- Demonstrate a sound record in providing consulting services for similar mass communication projects and video production
- Minimum 5 years of notable track record in video production projects proving computerized professional video editing applications and procedures, post-production procedures, techniques and standards in undertaking similar types of creative projects.
- Minimum of 5 completed video productions in similar areas (project profile, government profile videos, project videos)
- Proven multimedia design, production and motion graphics animation
- Ability to effectively manage time and schedules.

Proposals by proponents that do not meet the above criteria will be rejected.

6. Proposal Evaluation and Criteria

The applicants are required to submit two separate proposals, i.e. Technical Proposal and Financial Proposal.

Evaluation of the proposals will also be carried in two stages.

Stage 1: Technical Proposal Evaluation

Applicants need to achieve minimum 70 out of 100 in order to pass the Technical Evaluation. Proposals achieving a mark below this threshold will immediately be rejected and Stage 2 of the evaluation will not be undertaken for such proposals.

Criteria	Mark Allocation
a) Strength of the team as demonstrated in the documents submitted with the proposal <ul style="list-style-type: none">Team consists of members in all key creative areas required (video production, editing, animation, copywriting)Creativity of the team members as judged from the CVs submitted	40 20 20
<ul style="list-style-type: none">Previous completed/ published videos developed Quality and creativity of the videos presented/submitted (judged based on level of editing, creativity, impact, animation used, music, quality of video footage)	60
Total	100

Total marks received for technical evaluation will be given a weightage of 80%

Stage 2: Financial Proposal Evaluation (30 marks)

Evaluation of the Financial Proposal will be based on the proposed fee (in MVR, inclusive of GST).

The lowest proposed fee will achieve the highest score. Other scores will be prorated accordingly.

Final Score

Final score of applicants will be allocated as follows:

Evaluation	Marks Allocation
Technical Evaluation	80%
Financial Evaluation	20%

7. Documents to be submitted

Interested applicants are required to submit the following documents:

- a) Name of the applicant and profile.
- b) CV of all team members who will be involved in the assignment – the team should consist of members in all key areas.
- c) A portfolio of previous similar work undertaken including a minimum of 5 completed video productions in similar areas, ideally with letters from clients of successful completion/delivery of such projects. For copywriting work, please provide samples of previous copywriting, script development works undertaken.
- d) A work plan identifying the timeline and specific tasks that need to be attended/completed. The work plan of the successful party will be negotiated based on the submitted work plan.

- e) A financial proposal to address the work – the proposed fee should indicate the breakdown of all costs, inclusive of ALL considerations and inclusive of GST. **The cost of travel to proposed sites of the project and other locations for shooting will be borne by the Ministry.**

8. Duration of services and terms of payment

The timeframe for completion of 2 out of the 4 videos mentioned shall be 25 days from signing the contract and for the 3rd and 4th video Invest Maldives will discuss with the selected party to outline a detailed work plan and time schedule for completion of the videos.

Payments will be made based on progress of work as follows:

1st payment – 10% upon submission and approval of the video outlines and storyboard for Video 1 and Video 2

2nd payment – 40% upon complete turn-over of all final outputs and master/original files for Video 1 and Video 2

3rd payment – 25% upon complete turn-over of all final outputs and master/original files for Video 3

4th payment – 25% upon complete turn-over of all final outputs and master/original files for Video 4

Kindly note that given Government Financial Regulations, Invest Maldives or the Ministry is unable to pay an advance payment prior to work commencement.

9. Intellectual Property

The Consultant must agree explicitly that all components of the works submitted are indeed original creations of the developer. Any intellectual property infringement, misuse or plagiarism of another's work in any form or state may result in immediate termination of the contract. Invest Maldives and the Ministry of Economic Development will not bear

any responsibility for the Consultant's illegal or inappropriate use of copyrighted material and the Consultant agrees to bear full responsibility for any consequences of such actions.

All information and production of the videos pertaining to this assignment as well as outputs produced under this assignment shall remain the sole property of Invest Maldives under the Ministry of Economic Development.

10. Application and submission of details

Interested parties are requested to submit their proposals with all relevant documents by the deadline stipulated in the corresponding announcement.

It is the responsibility of the firm to ensure that all documents that will be needed for the evaluation are submitted.

The Ministry retains the discretion to inquire and obtain information from previous clients of the firm on previous projects undertaken and request for additional information from the firm as may be needed for evaluation.