

## TERMS OF REFERENCE

**Title of activity:** Developing travel videos on World Heritage Sites of the Chang'an-Tianshan Corridor in Kazakhstan and Kyrgyzstan

### Background

Under the overall authority of the Director of UNESCO Almaty Office and the direct supervision of the Project Coordinator, within the framework of the implementation of extra-budgetary EU/UNESCO Project: "Silk Road Heritage Corridors in Afghanistan, Central Asia, and Iran — International Dimension of the European Year of Cultural Heritage," the Contractor shall develop 11 short videos on World Heritage Sites of the Chang'an-Tianshan Corridor in Kazakhstan and Kyrgyzstan.

### THE CALL IS OPEN TO LEGAL ENTITIES ONLY.

### Task

Selected contractor will perform the following tasks:

- Create 11 HQ videos on World Heritage Sites of the Chang'an-Tianshan Corridor in Kazakhstan and Kyrgyzstan
- Develop the video concept and scenario in close consultation with UNESCO;
- Present a work plan for the assigned work specifying travelling days;
- Travel to the selected sites (6/11) to shoot and collect media material;
- Conduct short interviews with project stakeholders to be included in the video: UNESCO, EU delegation, archaeologists, historians, conservation experts, museum directors, World Heritage Site managers, local communities and/or others (list of interviewees to be developed in consultation with UNESCO Almaty);
- Provide 30 high resolution photographs and other materials (stylized IGTV covers, YouTube covers).

### Deliverables/Expected outputs

The contractor will produce the following:

- 11 HQ travel and/or documentary videos. The video must highlight the purpose and goal of the Silk Roads project and showcase success stories and lessons learned from the project. The 11 videos should include:

- 6 travel documentary shorts (15-20 min each): Aktobe, Kostobe, Akyrtas, Burana, Nevaket, Akbeshim (includes original footage created during travel to heritage sites).

- 5 video essays or video collages (3-5 min each), see [Vox for reference](#).
- Script development in consultation with relevant cultural heritage experts, archeologists, historians
- Video shooting and editing, including archival materials
- Narration, translation, dubbing and subtitles in Russian and English
- Include graphics, animated elements, and collage in the video when necessary
- Full usage rights for music (or music for which copyright has been granted)
- Formatting videos for YouTube, Facebook and IGTV (for IGTV versions, have subtitles already included in the video)
- At least thirty (30) high resolution photographs
- All materials should be translated and dubbed into English, including subtitles
- Editing of the final product in line with UNESCO comments

### **Eligibility/Qualification**

- Exceptional visual storytelling (photography and videography) skills;
- Excellent photo and video editing skills;
- Previous experience in producing quality documentaries;
- Experience working with international organizations;
- Proven ability to work in a multicultural environment;
- Ability to adhere to deadlines and flexibility;
- Competitiveness of the financial proposal

### **Content of videos should:**

- Explain the significance of the World Heritage component sites along the Silk Roads.
- Tell the stories of local communities who have benefitted from the capacity-building activities in the framework of the EU/UNESCO Silk Roads Project and who, through their work, support the safeguarding and promotion of the intangible cultural heritage.
- The viewer must understand the importance of the intangible cultural heritage as the element of identity and shared history and culture
- Include the following disclaimers and other relevant information:
  - *This material was prepared within the framework of the project "Silk Road Heritage Corridors in Afghanistan, Central Asia and Iran - International Dimension of the European Year of Cultural Heritage," implemented by UNESCO with financial support from the European Union*
  - *The content of this video is the sole responsibility of the author and does not necessarily reflect the views of the European Union.*
  - *#UNESCOSilkRoadsEU*
  - *www.unesco.kz*

### **Application guidelines**

The applications shall include:

- Technical proposal for the production of videos

- Financial offer and a detailed budget breakdown (see template), including expenses in US dollars for the following services
  - Equipment rent (if any)
  - Production and post-production: dubbing, translation, sound, editing, color correction, subtitling, producing, director, video shooting
  - Travel expenses (transportation fees, accommodation, per diems)
- Preliminary timeline of project implementation
- CV of bidder or members of the team.
- Portfolio including previous works and clients.

### **Intellectual Property**

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc.) belonging to UNESCO Almaty (including the final videos), which the service provider may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of the UNESCO Almaty who shall have exclusive rights over their use.

### **How To Apply**

All submissions should be sent to **d.kul-mukhammed@unesco.org** in English or in Russian by 11:59 pm on February 22, 2021.

Subject line: Travel videos for Silk Roads Project

We will contact the selected candidate no later than one week after the closing date for applications.