

Terms of Reference Production of Video- Maldivian Red Crescent

Background

The Maldivian Red Crescent is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, prevent and alleviate human suffering. It is the 187th member of the world's largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation's leading humanitarian organization, with branches and units spanned all over Maldives. It recruits members and volunteers, implements programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions.

Maldivian Red Crescent plans to develop a short video clip of its journey since its formation in 2009 summarizing the highlights of major events of the past 8 years.

Objective

Develop a 3-5 minutes video about Maldivian Red Crescent based on the information provided by MRC.

Deliverables:

- Development of a detailed storyboard.
- The selected service provider is expected to give creative input to the development of the script during the whole production process. The service provider takes full responsibility for the technical aspect of the video production.
- The video camera should be able to shoot at least in 1920x1080 (using HD or other formats). The shooting frame should be 16:9.
- The film should be delivered in a digital format to be used for YouTube channel and other digital media tools (open files) as well as in TV broadcast quality.
- Submit a detailed timeline of the production process and ensure the timely delivery of the service within three days of signing of the contract.
- Copyright of concept and video production shall become the property of MRC upon delivery of the product to be used as seen fit by MRC
- Provide a 30 second summarized video clip of the original video that is being developed

Duration

Three weeks from date of signing the contract

Reporting line

The consultant will report to the Communications and Resource Mobilization Officer

Evaluation of quotations

Individual consultants will be evaluated based on lowest price and technically compliant offer.

Fees and Payments

Prices quoted for the work will be a lump sum to be paid upon completion of the work.

Code of conduct

During the term of consultancy, MRC Code of Conduct has to be signed and thoroughly followed by the consultant.