



**Deadline for submission:** 5 October 2020

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## Terms of reference

**UNESCO is seeking a company to produce communication materials (deliverables listed below).**

### Background

UNESCO's Culture Sector, through the Diversity of Cultural Expressions Entity, is responsible for monitoring the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. One of the objectives of the Convention is to enable an environment in which artists and cultural professionals can create, produce, distribute and disseminate their goods and services.

#### **The programme:**

Within the framework of international cooperation and financial assistance, the UNESCO | Sabrina Ho Initiative "You Are Next: Empowering Creative Women" is a unique programme supported by Ms. Sabrina Ho, CEO of Chiu Yeng Culture.

"You Are Next" is the first initiative within UNESCO's Culture Sector to focus on young women in the digital creative industries. In 2018, following a call for funding, four projects from Senegal, Mexico, Palestine and Tajikistan were selected. UNESCO implemented these projects, ending in November 2020, in partnership with the project holders. More information related to the projects is available on its website: <https://www.you-are-next.org/>.

## Terms of reference

Under the authority of the Diversity of Cultural Expressions Entity (DCE) and under the direct supervision of the Head of the Programmes and Stakeholder Outreach Unit (CLT/DCE/P) and within the framework of the implementation of the communication strategy for the UNESCO | Sabrina Ho Initiative "You Are Next: Empowering Creative Women ", the contractor is expected to produce:

- A video of testimonies by beneficiaries of the projects funded by the UNESCO | Sabrina Ho initiative "You Are Next" (2.5 minutes);
- A video (in French and English) of "You Are Next" programme achievements, including elements on the importance of such programmes for the promotion of women in creativity (2.5 minutes);
- A series of 4 episodes (3 minutes maximum each) for Snapchat featuring a renowned personality that will provide greater visibility for women in creation;
- A series of 4 podcasts (30 minutes maximum each) for broadcasting on [www.you-are-next.org/](http://www.you-are-next.org/) including beneficiaries of the "You Are Next" Initiative, prominent women in digital creativity and Ms. Sabrina Ho.

## Tasks

The contractor is required to:

- Conduct interviews with the beneficiaries (direct or indirect) of the UNESCO|Sabrina Ho Initiative in Mexico, Senegal, Palestine and Tajikistan;
- Identify and conduct interviews with recognized women in the creative and digital industry;
- Edit video and audio of the interviews, including the necessary visual and sound design;
- Take into account UNESCO's comments;
- Upload the videos and podcasts on [www.you-are-next.org/](http://www.you-are-next.org/);
- Share the Snapchat episodes on their Snapchat Discover account.

Beneficiary contacts and other basic information will be provided by UNESCO.

The contractor shall also ensure the dissemination of these contents in collaboration with UNESCO services.

## Deliverables

The contractor shall deliver the following elements:

1. A video of testimonials from project beneficiaries in Mexico, Palestine, Senegal and Tajikistan (2.5 minutes);
2. A promotional video (2.5 minutes) ;
3. A series of 4 episodes for Snapchat (3 minutes each) ;
4. A series of 4 podcasts for the [www.you-are-next.org/](http://www.you-are-next.org/) website (3 minutes each).

## Criteria

- Company working in the field of communications with proven expertise in the creation and dissemination of digital content;
- At least 5 years of experience in content production (audiovisual, graphics, press articles, etc.) and creative design;
- Good knowledge of social media management and a Snapchat Discover account;
- Experience in corporate communications ;
- Experience in digital media and a network of artists would be an asset;
- Expertise in gender equality would be an asset.

## Calendar

- 15 September 2020: publication of the call
- 5 October 2020: closing of the call
- 25 November 2020: delivery of the last deliverable

## ***Each application should include, as indicated in the attached annex:***

- A detailed quotation for each deliverable
- A description of the company
- A portfolio including examples of activities/products

Applications must be sent no later than Wednesday 5 October 2020 at midnight (Paris time) by email to: [convention2005.ifcd@unesco.org](mailto:convention2005.ifcd@unesco.org) .