

TERMS OF REFERENCE

Engagement of an Audio-visual firm to document nutrition interventions for inpatient care for severe acute malnutrition with medical complications.

1) Rationale and Context of the Assignment:

Acute malnutrition levels in South Sudan have consistently exceeded 16.0%, surpassing the World Health Organization (WHO) emergency threshold of 15%. Approximately 2.1 million children under the age of five urgently require lifesaving and preventive care. This includes 650,000 children at risk of severe acute malnutrition (SAM) and 1.4 million at risk of moderate acute malnutrition (MAM). Contributing factors include ongoing food insecurity, frequent outbreaks of infectious diseases, poor hygiene practices, suboptimal infant feeding practices, and limited access to healthcare due to conflict and insecurity. Among the thousands of children suffering from severe wasting, nearly 10% to 20% develop life-threatening medical complications that require quality care to prevent and reduce mortality rates.

To address the above-mentioned challenges, WHO South Sudan Country office is conducting different interventions meant to contribute to the reduction of morbidity and mortality related to acute malnutrition in priority high-risk counties with acute food insecurity. The communication team wishes to document the following interventions:

- Training and supportive supervision of healthcare workers in case management of severe acute malnutrition with medical complications.
- The handover of SAM kits to stabilization centers.

2) Specific tasks

To document WHO interventions in text, pictures and video to boost the visibility of the country office work and impact, the Audio-visual firm will be required to:

1. Conduct interviews with key stakeholders, providing the basis for shooting and photography.
2. Provide high-quality photographs of activities and key events to be used in reports, online articles, and public relations materials.
3. Provide video coverage of various implementation activities for fresh footage and additional b rolls are required.
4. Record and edit narration/voice over for the videos as needed.
5. Secure all necessary consent from subjects to be featured and provide copyright free background music for the final video

6. Manage the full production process, including concept creation, script writing in close consultation with the Communication consultant.

3) Deliverables:

The total contract period for the consultancy will be 3 payable days from 8 to 10 July 2025. Within this timeframe, the following deliverables are to be completed as per the tentative timetable below:

Phase	Items	Description
Preproduction	Script	1 pager
	Interview questions	5 questions per interviewee
Production	Interviews	3 Stakeholders and 2 beneficiaries
	B-roll	3-day shooting
	Pictures	3 photo stories
Postproduction	Edited Photos	3 HD Albums
	Edited Video	3 minutes High Quality Video

4) Qualifications and expertise

At a minimum, the Audio-visual firm should possess and demonstrate the combined skills sets and experience detailed below:

- Proven business experience of at least 2 years in photography, videography, and video editing.
- Demonstrated experience in conception, interviews, narration, production, and editing of videos and impact stories.
- Excellent communication skills in English is required
- Ability to work independently and respond to feedback promptly and professionally.
- Excellent organizational skills, attention to detail, and ability to contribute to teamwork.
- Experience covering social, humanitarian, and development subjects would be an asset.
- Must be registered to conduct business and provide a copy of business incorporation.

5) Evaluation criteria:

The technical evaluation will be considered in accordance with the following information:

❖ **Technical Proposal (70 points)** Based on the provision of video samples provided by interested Audio-visual firms:

➤ **Video quality:**

- ✓ Picture composition (head space/rule of thirds/180 rule): from 1 (poor) to 5 (excellent)
- ✓ Sequencing of edits (MCU/CU/WS/no jump cuts): from 1 (poor) to 5 (excellent)
- ✓ Lighting (3-point/shadows/glare/subject highlighted): from 1 (poor) to 5 (excellent)
- ✓ Cables/Props/help are hidden (Nothing unusual shows): from 1 (poor) to 5 (excellent)
- ✓ Titles, subtitles, & FX are appropriate: from 1 (poor) to 5 (excellent)
- ✓ Pans/tilts/dollies/tripod shots (stable, natural): from 1 (poor) to 5 (excellent)

➤ **Audio quality:**

- ✓ Interviewees have microphones (lav or hand-held) (poor) 1 2 3 4 5 (excellent)
- ✓ Natural/ambient sound (controlled volume and continuity) (poor) 1 2 3 4 5 (excellent)
- ✓ Voice-over by reporter (volume/clarity/mix noise) (poor) 1 2 3 4 5 (excellent)
- ✓ Music lyrics/pacing is right for the topic

2. Financial Proposal (30 points)

The Financial Proposal will be opened and tabulated within the Technical Proposal, and the final range will be provided.

6) Installment payments

All payment (100%) will be made to the company within maximum one month upon provision of deliverables and submission of an invoice.

7) Property rights

WHO shall hold all property rights, such as copyrights, patents, and registered trademarks, on matters directly related to or derived from, the work carried out through this production.