

TERMS OF REFERENCE

QUEZON CITY ANTI DRUG ABUSE ADVISORY COUNCIL (QCADAAC) INFOMERCIALS 2021

I. RATIONALE AND BRIEF BACKGROUND:

ADAC is a multi-sectoral council composed of local officials and representatives of various community organizations tasked to spearhead the Planning, Implementation, and Monitoring of all local anti-drug abuse programs, projects and activities.

The **Quezon City Anti-Drug Abuse Advisory Council (QCADAAC)** desires to expand this mileage of reach through INFOMERCIALS which is a series of video production and/or animation that encourage meaningful engagement on all social media platforms and other information channels among QC residents through mini-episodes of infomercials.

II. PROJECT DESCRIPTION

To produce mini episodes of INFOMERCIALS for QCADAAC with direction, and/or storyboard and script integrating animation and motion graphics through video production of themes on illegal drugs, its socio-economic and political relevance.

III. PROJECT SCOPE OF WORK

1. To produce **EIGHT (8) VIDEOS/ANIMATION** with two (2) to five (5) minutes video/and or animation with the following themes:

- God fearing family highlighting strong family foundation, character and values formation
- Overcoming depression during especially this pandemic (psychological, physical and mental);
- Alternative Learning System/Education for Out-of-School Youths (OSY);
- Documentary (true to life story/story of positive change of a rehabilitated drug user);
- Educational videos/Animation on Value Formation, Health and Wellness;
- Responsible, productive and socially aware QC citizens
- Socio-economic effects of drug abuse and trafficking;
- Programs for Rehab of Drug users

2. Propose production concept, timeline and script development with storyboard

3. Provide Creative and Technical Direction

4. Prepare the schedule for video shoot

5. Provide video editing services and appropriate voice over with subtitles

6. Work closely with the Communications/Legal/Advocacy Unit of Quezon City –Anti-Drug Abuse Advisory Council to coordinate the whole production of the video content;

7. Abide by Quezon City –Anti-Drug Abuse Advisory Council’s (QCADAAC) Policy for communication, media products and branding guidelines

8. Provide technical advisement and participate in occasional meetings with Quezon City Anti-Drug Abuse Advisory Council (QCADAAC), as deemed necessary

9. Submit approved theme of Video Production/animation

In terms of production work, the following services are expected to be rendered:

- **Pre-production**
 - Concept development, scriptwriting/storyboarding, creative and technical direction

- **Production**
 - Video-editing of clips with sound effects, animation, recording of voice-overs, video/photo shoot and installation of English/Filipino subtitles

- **Post-production**
 - Editing and finalization

IV. AREA OF COVERAGE

In consideration of the current health national emergency due to COVID-19 pandemic, the operational base of the Contractor/Supplier shall be in a work arrangement with the OVM-QCADAAC that is safe and convenient to be able to implement the expected project requirements.

V. PROJECT STANDARDS AND REQUIREMENTS

The Service Provider shall possess the minimum qualifications for the Contractor as follows:

- At least seven (7) years of experience in the Creative and Digital solution services
- At least seven (7) years of experience in Creative and Technical Direction, Video and Animation Production.
- Proven experience in working or providing similar service with the government and/or its agencies
- Has worked with the education industry handling trainings, seminars and workshops particularly in the field of multimedia/digital for at least seven (7) years
- Has multimedia, creative and technical expertise such in video and animation production.
- Has proven experience in doing and executing social media campaigns and other digital campaigns for at least seven (7) years.
- Bidders who has produced their own software application and/or other interactive communication tools is a big plus.
- Proven record in the use of innovative methodology in technology
- Has expertise in multi-disciplinary approach such as education, mobile app technology, social media, creative direction, technical direction to systematically integrate required deliverables
- No derogatory record of both administrative and or criminal case filed against the company or its officers.

VI. PROJECT DURATION

The Project shall have duration of forty five (45) calendar days from the issuance of Notice to Proceed.

VII. APPROVED BUDGET FOR THE CONTRACT

The Office of Vice Mayor (OVM) through the **OCM-POPS PLAN FUND** intends to apply the sum of Three Million (Php 3,000,000.00) being the Approved Budget for the Contract (ABC) to payments under the Anti-Illegal Drug Program project of Quezon City Anti Drug Abuse Advisory Council Infomercial 2021.

NO PRICE ADJUSTMENT

The Project cost shall be fixed and there shall be no price adjustments applicable for the duration of the contract except when the operations costs are increased by more than 10% as a result of any extraordinary circumstance as determined by the National Economic Development Authority (NEDA). Pursuant to the provisions of RA 9184 and its IRR on contract price escalation, all contract price escalation shall be approved by the Government Procurement Policy Board (GPPB).

VIII. BASIS OF PAYMENT

The Contract Price shall be the amount proposed by the winning contractor for the project. Payment for services rendered and output delivered shall be based on the following schedule:

| | | |
|----------------|-----|---|
| First Tranche | 15% | upon submission of content recommendation and work plan |
| Second Tranche | 85% | upon completion and submission of deliverables |

IX. PENALTIES FOR BREACH OF CONTRACT

Failure to deliver the services according to the standards and requirements set by the City shall constitute an offence and shall subject the Contractor to penalties and/or liquidated damages pursuant to RA 9184 and its Revised Implementing Rules and Regulations

X. CANCELLATION OR TERMINATION OF CONTRACT


The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the City terminated the contract due to default or insolvency, or for cause, it may enter into negotiated procurement pursuant to section 53 (d) of RA 9184 and its IRR.

Submitted by:



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Noted by:



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