

TERMS OF REFERENCE

Information Education Campaign Promoting Quezon City as a Sustainable and Resilient City among QCitizens, Organizations and Various Sectors.

I. BACKGROUND / RATIONALE

Republic Act 10121 otherwise known as the “Philippines Disaster Risk Reduction and Management Act of 2010,” Executive Order No. 23 s 2010 organizing the Quezon City Disaster Risk Reduction and Management Council (QCDRRMC) and SP 2290 Ordinance Creating the Quezon City Disaster Risk Reduction and Management Office (QCDRRMO) tasks the QCDRRMO to institutionalize an effective, efficient and outcome based DRRM-CCA with stakeholders which provides programs aligned with Disaster Preparedness, Prevention and Mitigation, Response, and Recovery and Rehabilitation.

The Quezon City Government, through the QCDRRMO, envisions the city to be a global model of excellence in Climate Change Adaptation and Disaster Risk Reduction and Management for its integrated DRRM System fostering a sustainable, safe, progressive, adaptive, and resilient Quezon City.

In lieu of this, the Quezon City Government will need education and information campaign materials showcasing the City’s initiatives and programs, and best practices that Quezon City-based organizations have on Disaster Risk Reduction and Management (DRRM) and Climate Action (CA). These initiatives and best practices will be captured in communication materials that will be disseminated to barangay leaders, communities, organizations and businesses with the aim of inspiring and encouraging more city-wide programs, initiatives, and practices on DRRM and CCA. Furthermore, the education and information campaign materials will help establish Quezon City at the forefront of DRRM and CCA.

II. PROJECT DESCRIPTION

Development and production of various educational and informational materials on DRRM and CA-related initiatives, activities, projects and programs happening in Quezon City. The produced materials will be used for presentations, education, training, events and information dissemination among Quezon City citizens, organizations and various sectors.

III. SCOPE OF WORK

● Project Initiation and Content Planning

This phase aims to craft the right content for the educational and informational campaign materials based on the set objectives of the project. The following work shall be undertaken:

- Organization of the strategy, creative and project management team
- Development of communication strategy and communication plan
- Data gathering, research and sourcing of creative inspirations
- Conceptualization
- Development of content outline
- Integration of existing data, assets and materials
- Target Audience Profile and Insights
- Campaign Big Idea
- Digital and PR Content Plan
- Digital Post/ Digital Ad Formats

- PR Angles
- Media Plan or Posting Schedule

- **Creative Development**

This phase involves the creation of visual designs, scripts, write ups and a series of iterations, as part of the creative process. The following tasks shall be implemented:

- Script and Copy Writing
- Design, Layout, Visualization
- Video Storyboarding

- **Production**

This phase translates the content plan and creative work into the final output. In the production phase, the following tasks shall be carried out:

- Pre-shoot activities: Ocular, feasibility, pre-production meeting, coordination for shoots
- Conducting video and or photo shoots
- Recording of interviews
- Photography and Videography
- Video Editing
- Voice Recording
- Soundtrack Production
- Stock footage and image sourcing
- Final Artwork Production
- Printing

- **Deliverables**

- Conceptualize, plan and execute the production of educational, informational campaign materials and digital campaign and public relations materials that may be used for social media pages, digital platforms and other purposes in close coordination with the Quezon City Disaster Risk Reduction and Management Office.
- Form a Project Management Team with professional, competent communication strategists, planners, staff to manage, creative staff and technical personnel to coordinate, oversee and manage the preparatory, actual, and post-production work
- The Project Management Team shall coordinate with different departments of the Quezon City Government for support.
- Provide the following for the project:
 - Original concept
 - Creative Services - Design and Copywriting
 - Audio Visual Presentation/ Video Production of twelve (12) Videos, approximately 2-3 minutes length per video
 - Rental of video production equipment
 - Printing of educational brochure / magazine
Size: 8.5" x 11"
Pages: 20 back to back
Materials: Cover-Coated paper 180lbs, Inside Pages – Coated paper 80lbs
Quantity: 50,000
 - Provide logistics, manpower and equipment
 - Video Editing Services
 - Photography / Photo Coverage

- Videography / Video Coverage
- Photo and Video Archiving
- Provide production team, creative and technical manpower
- Creation of digital ads, posts and emailers
Any of the following formats: Static Image, GIFs, Reels, Short Videos, Carousel, Slide, HTML emailer
Qty: 50

e. Photo Documentation, Video Coverage of Activities, Photo and Video Archiving Services

IV. PROJECT STANDARDS AND REQUIREMENTS

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

- At least 10 years of experience in delivering Creative, Marketing Communications, Video Production and Educational Campaign services.
- With proven track record in planning, writing, designing, production of print, audio visual presentation, digital communication, informational and educational materials
- With proven record and years of experience in managing education, information and digital marketing campaigns
- With proven experience in working or providing similar service with the government and/or its agencies, private organizations and/or Non-Government Organizations.
- Has an organization comprised of full-time regular employees with expertise in communication strategy, creative development, design, script writing, creation of educational and informational write-ups, video production, print production and project management
- Has direct ownership of printing technologies such as but not limited to offset printing and large format printing
- Has direct ownership of audio visual production equipment, soundtrack production equipment, audio visual software and video editing suite
- No derogatory record of both administrative and or criminal cases filed against the company or its officers.

V. APPROVED BUDGET FOR THE CONTRACT

The approved budget for the contract amounts to Thirty Million pesos only (PhP 30,000,000.00)

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).

VI. TERMS 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 the project concept paper
- The second Tranche is 45% upon submission of the scripts, storyboards or designs
- Third Tranche 30% Start of video shoot or production of materials
- Fourth Tranche 10% upon completion.

VII. PROJECT DURATION

The project will be implemented upon issuance of Notice to Proceed until December 31, 2023.

ACTIVITIES	EXECUTION DURATION
Project Conceptualization & Data Gathering	15 Days
Writing & Designing	15 Days
Video Shoot & Editing	30-45 Days
Print Production	30-45 Days

VIII. PENALTIES FOR BREACH OF CONTRACT

Failure to deliver the scenic shall subject the Contractor to penalties and/or liquidated damages Pursuant RA 9184 AN ACT PROVIDING FOR THE MODERNIZATION, STANDARDIZATION, AND REGULATION OF THE PROCUREMENT ACTIVITIES OF THE GOVERNMENT AND FOR OTHER PURPOSES and its revised Implementing Rules and Regulations.

IX. CANCELLATION OR TERMINATION OF CONTRACT

Should there be any dispute, controversy, or difference between the parties arising out of this TOR, the parties herein shall exert efforts to amicably settle such dispute or difference. However, if any dispute, controversy, or difference cannot be resolved by them amicably to the mutual satisfaction of the parties, then the matter may be submitted for arbitration in accordance with existing laws, without prejudice for the aggrieved party to seek redress before a court of competent jurisdiction. 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 insolvency, or for cause, it may enter into negotiated procurement pursuant to section 53(d) of RA 9184 and its IRR

Prepared and Recommended by:



CHERRY BLESSING M. GUTIERREZ, MMPA
Deputy Chief for Administration, QCRRMO

Noted by:



RICARDO T. BELMONTE JR.
OIC, QCRRMO