

TERMS OF REFERENCE (TOR)

FILM SHOWING PROJECT

I. RATIONALE AND BRIEF BACKGROUND

To address the urgent challenge of climate change, the city government is committed to educating and empowering its youth. By promoting environmental awareness and inspiring action, the city aims to cultivate a new generation of climate stewards.

The film, "A Thousand Forests," serves as a tool to achieve this goal. To maximize its impact, the Climate Change and Environmental Sustainability Department will commission an experienced events organizer to coordinate widespread screenings of the film in malls and schools throughout the city. The annual QCinema, Quezon City's local film festival held every November and coinciding with Environmental Awareness Month, presents an ideal opportunity to showcase this film. This initiative could include free screenings for public school students during the festival, as well as the production of a complementary short video that highlights the important role of youth in environmental conservation.

II. PROJECT DESCRIPTION

This project involves the organization and coordination of multiple screenings of the environmental film "A Thousand Forests" in various malls and schools within Quezon City. The key objectives of the project are:

- **Free Screenings for Public School Students:** Ensure that students from Quezon City's public schools can attend the screenings without any cost, with the goal of educating and inspiring them about climate change and environmental stewardship.
- **Community Engagement:** Develop engaging school and home-based activities that empower parents, teachers, and students to become active participants in climate action and environmental stewardship.
- **Production of an Audio-Visual Presentation (AVP) Video :** Develop a short video that encourages student participation in Quezon City's environmental programs. This AVP will be shown during school events, science activities, and other related gatherings to further reinforce the message of environmental responsibility.

III. PROJECT SCOPE OF WORK

The Scope of Work under this Project aims to ensure the attainment of the Project objectives. The following are the minimum activities to be undertaken by the Service Provider to pursue this aim:

1. **Securing rights/permission for screening**
 - Secure the necessary permissions and licenses for the public screening of the film.
 - Ensure that all legal and contractual obligations related to the use of the film are met, including copyright and intellectual property considerations.
2. **Coordination of Screenings:**
 - Identify and secure venues for the screenings, including two (2) malls and selected eight (8) schools within Quezon City.
 - Coordinate with school administrators to arrange schedules that accommodate the students' availability.
 - Ensure that the screening venues are equipped with the necessary audio-visual facilities.
3. **Logistical Support:**
 - Oversee the logistics of safely and conveniently transporting students from their schools to off-campus screening venues. A waiver will be provided for parents, granting permission for their children to attend the film showing outside of school.
 - Provide light snacks/refreshments for the students during the screenings.
 - Arrange for any required permits and ensure compliance with all relevant regulations.
4. **Promotion and Outreach:**
 - Develop and implement a promotional campaign plan to maximize awareness of the film and its key messages among students, parents, teachers, and the broader community.
 - Utilize various communication channels, including social media, posters, and local media, to reach the target audience.
5. **Development and production of an Audio Visual Presentation (AVP):**

- Conceptualize and produce an AVP that encourages student participation in Quezon City's environmental programs.
 - Coordinate with local schools, environmental experts, and city officials to ensure the AVP's content is relevant and impactful.
 - Deliver the final product in a format suitable for school screenings and digital distribution.
- 6. Reporting and Evaluation:**
- Conduct post-event evaluations to assess the impact of the screenings and the short film on the target audience.
 - Submit a report detailing the outcomes of the project, including attendance figures, feedback from participants, and recommendations for future initiatives.

IV. PROJECT STANDARDS & REQUIREMENTS

Minimum Qualification Requirements

Track Record

1. The Service Provider should have at least five (5) years of proven experience in conducting and managing film festivals involving various stakeholders, including promoting films and engaging audiences.
2. The Service Provider should have completed a single largest similar contract within the last three (3) years, with a value of at least fifty percent (50%) of the Project Cost.

The Service Provider must submit the following as part of the Technical Requirements:

- A statement of all ongoing and completed government and private projects related to the conduct and management of film festivals or events involving various stakeholders, including promoting films and engaging audiences.
- Proof of ownership of creative and Computerized Numerical Control (CNC) fabrication and printing technologies to ensure quality production and timely delivery of materials.

Organization

The Service Provider should have an established Organizational Structure that clearly identifies the line of authority and responsibility as well as the specific divisions/sections dedicated to the needed services to show its capability to undertake the Project. An Organizational Chart must be submitted as part of the Technical Requirements.

Personnel

Sufficient qualified personnel must be provided to ensure the proper implementation of the scope of work. A Project Management Team must be formed composed of the following:

Personnel	Required No. of Personnel	Personnel Minimum Qualifications
Project Manager	1	Must be a Filipino with extensive knowledge and experience in the overall management of film festivals and events and/or other similar activities
Operations Manager	1	Must be a Filipino and has in-depth knowledge and expertise on event preparations ensuring completeness of project requirements
Logistics Coordinators	2	Must be a Filipino and has in-depth knowledge and expertise on coordination, negotiating, and planning all technical set-ups and requirements of organizing screenings or similar events
Graphic Designer	1	Must be a Filipino and has in-depth knowledge and expertise in animation or motion graphics design
Video editor	1	Must be a Filipino and has in-depth knowledge and expertise in video editing and in integrating audio elements to create a cohesive and engaging presentation
Event Runners/Utility	4	Must be Filipino

The Service Provider shall submit the complete list of personnel for the Project Management Team with Curriculum Vitae (CV) highlighting relevant work experience as part of the Technical Requirements.

Implementation Plan

The Service Provider is required to submit an Implementation Plan as part of the Technical Requirements (youth, students), planned activities for the students, the concept for the AVP and its scheduled showing and distribution.

V. PROJECT IMPLEMENTATION

The project shall be completed on or before December 31, 2024.

VI. APPROVED BUDGET FOR THE CONTRACT AND BASIS OF PAYMENT

The Approved Budget for the Contract is Three Million Pesos Only (Php 3,000,000.00). The Service Provider shall be paid based on the following:

Tranches	Description	Amount (Php)
15%	Upon submission of the final mall venues, student activities, concept of the short video and timeline	450,000.00
85%	After the successful conduct of the film showing and upon submission of the Post-event Report	2,550,000.00
100%		3,000,000.00

VII. PENALTIES FOR BREACH OF CONTRACT

Failure to deliver the services shall subject the Service Provider to penalties and/or liquidated damages pursuant to 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.

VIII. CANCELLATION OR TERMINATION OF CONTRACT

The City may, without prejudice to other remedies against the Service Provider, unilaterally cancel or terminate the Contract, in whole or in part, due to default, insolvency or for justifiable cause or on any ground which it deems inimical to the City's or public's interest, which includes but is not limited to the following:

1. Failure of the Service Provider to provide /meet the necessary requirements as stated in this TOR and in other bidding/contract documents;
2. Violation or non-performance of the other terms and conditions of the Contract; and
3. Other acts inimical to public interest.

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.

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List of Potential Malls and Schools (to be finalized - only 2 malls and 8 schools will be selected)

1. Malls

- a. SM North EDSA
- b. SM Novaliches
- c. SM Fairview
- d. SM Sta. Mesa
- e. Gateway Mall
- f. Eastwood Mall
- g. Robinsons Magnolia

2. Schools

- a. Bagong Silangan Elementary School
- b. Commonwealth High School
- c. San Francisco High School
- d. Manuel L. Quezon Elementary School
- e. Holy Spirit Elementary School
- f. Maligaya Elementary School
- g. San Bartolome Elementary School
- h. Pasong Tamo Elementary School
- i. Toro Elementary School
- j. Balara Elementary School