

TERMS OF REFERENCE

CONCEPTUALIZATION AND PRODUCTION WITH VIDEO CAMPAIGN SHOWCASING THE BUSINESS PERMITS AND LICENSING DEPARTMENT'S (BPLD) DIGITAL INNOVATIONS, PROGRAMS, AND ACHIEVEMENTS TO ENHANCE EASE OF DOING BUSINESS IN QUEZON CITY

I. RATIONALE AND BRIEF BACKGROUND

The Business Permits and Licensing Department (BPLD) recognizes the transformative power of technology in fostering a more efficient, transparent, and accessible business environment. In line with its commitment to streamlining processes and enhancing service delivery, the BPLD has developed innovative digital systems aimed at elevating ease of doing business in Quezon City.

These initiatives align with the national government's digital-first vision, empowering businesses through seamless, technology-driven solutions while ensuring compliance with sound business practices and regulatory requirements.

Through this video campaign, BPLD aims to:

- **Promote Ease of Doing Business-** Streamline the permit application process, reduce bureaucratic barriers, and improve efficiency.
- **Enhance Accessibility** – Provide a user-friendly online platform accessible anytime, anywhere, eliminating geographical constraints.
- **Foster Innovation** – Support entrepreneurship and business innovation through a robust digital ecosystem
- **Drive Economic Growth-** Attract, support, and retain businesses, contributing to Quezon City's economic development
- **Showcase AI Integration-** Highlight the role of AI-driven solutions in governance and business facilitation, positioning Quezon City as a leader in technology-driven public service
- **Promote BPLD's Digital Programs** – Communicate the department's ongoing initiatives that leverage emerging technologies for improved efficiency, compliance, and business support services

To maximize outreach and impact, the BPLD will actively disseminate information on Quezon City's business programs and digital innovations through social media posting, press releases, and targeted business community outreach events. By prioritizing technology and user experience, the BPLD is committed to fostering a business-friendly, future-ready environment that supports entrepreneurs and enterprises.

II. PROJECT DESCRIPTION

Objectives

This project seeks to:

- **Increase Public Awareness-**Showcase BPLD's digital innovations in business permit application and renewal, emphasizing their benefits
- **Encourage Adoption-**Motivate the Quezon City business community to utilize these digital solutions for a seamless and efficient permitting process
- **Highlight Digital Transformation-**Introduce AI-driven solutions and other technological advancements as part of Quezon City's commitment to smart governance

- Position Quezon City as a Business Hub-Reinforce its reputation as a business-friendly, future-ready city fosters innovation, economic growth, and ease of doing business

III. PROJECT SCOPE OF WORK

To achieve the project's objectives, the service provider shall:

1. Collaborate with BPLD-Discuss and finalize content, messaging, and key objectives for the videos.
2. Conduct Video Shoots-Film interviews and site features at designated locations with prior coordination with BPLD representative
3. Produce High-Quality Videos-Ensure Professional editing, including motion graphics, and necessary enhancements
4. Adhere to Data Privacy Regulations-Comply with the Data Privacy Act of 2012 (RA 10173) in handling information throughout production
5. Allow Revisions – Permit a maximum of two (2) revisions for scriptwriting, video shoots, and post-production

Services, Outputs, and Deliverables

The primary deliverable of this project is the production of Two (2) high-quality videos that will effectively communicate BPLD's digital transformation initiatives and their impact on the business sector

| No. | Title | Duration |
|-----|---|----------------------|
| 1. | AI-Powered Progress: Transforming Business in Quezon City | Minimum of 3 minutes |
| 2. | Most Business-Friendly 2025 Video | Minimum of 3 minutes |

The service provider shall provide a detailed description of the videos, including content outlines, scripts, and submit both raw and edited files

IV. AREA OF COVERAGE

All production, video editing, interviews, and other project activities shall be executed within Quezon City and NCR.

V. PROJECT STANDARDS AND REQUIREMENTS

The service provider must meet the following qualifications:

- Registered with the Philippine Government Electronic Procurement System (PhilGEPS) under a Platinum Membership
- Possess in-house creative and production expertise, with a team of at least 10 qualified professionals, each with a minimum of five (5) years of industry experience
- Proven track record in marketing communications, advertising, graphic design, copywriting, audiovisual production, and social media projects for reputable corporate and government clients within the last five (5) years

VI. PROJECT DURATION

The project shall be completed and delivered until December 31, 2025 upon issuance of the Notice to Proceed (NTP)

VII. APPROVED BUDGET FOR THE CONTRACT

The approved Budget for the Contract (ABC) is **Five Hundred Thousand Pesos Only (Php. 500,000.00)**

1. **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 IDENTIFIED by the National Economic Development Authority (NEDA). Pursuant to the provisions of RA 9184 and its IRR on contract price escalations, all contract price escalation shall be approved by the Government Procurement Policy Board (GPPB).

VIII. BASIS OF PAYMENT

Payment will be made upon completion of project

IX. WARRANTY AND GUARANTEE REQUIREMENTS

The service provider shall maintain high production quality and ensure and deliverables meet BPLD's standards. Any revisions to visuals or content must be made to the full satisfaction of the BPLD

X. CANCELLATION OR TERMINATION OF CONTRACT

In the event of contract termination, the guidelines in RA 9184 and its IRR shall apply. If the Quezon City Local Government terminates the contract due to default, insolvency, or other causes, it may enter into negotiated procurement under Section 53 (d) of RA 9184 and its IRR.

Prepared and submitted by:


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