

National Committee for Sub-National Democratic Development Secretariat (NCDDS)

Terms of Reference

To produce three one-minute videos about “**D&D Reform**”

Overview:

During the past few years, Cambodia has introduced a number of laws designed to promote democratic principles across local levels of government, known as sub-national administrations. Although accountability is critical to these democratic goals, social accountability was not clearly defined under these new laws and structures. So to address this gap, the National Committee for Sub-National Democratic Development (NCCD) developed a strategic plan on social accountability.

This was approved in July 2013. Pilot programs aimed at strengthening partnerships between citizens and sub-national administrations, empowering citizens and making sub-national administrations more accountable were implemented. In 2017 they rolled out across 98 target districts, in 18 provinces. However, key challenges were identified during these initial programs. Primarily, citizen engagement and support for SNA’s was limited, which made promoting social accountability targets difficult.

The NCDD Secretariat is now seeking a qualified media firm to produce the three one- minute videos about the decentralization and deconcentration (D&D) reform.

Objective of the tender:

The purpose of this tender is to provide an opportunity for bidding on:

- The production of three one minute videos to promote “D&D” reform.
- The purchase of 30 television slots on Cambodia’s three most popular channels, to screen these videos.

Objectives of the videos:

- To raise awareness and prompt greater participation from citizens and stakeholders in the decentralization and deconcentration reform.

Output to be delivered by the media company:

- Produce three videos (one minute each) focusing on decentralization and deconcentration reform. Target groups will be policy makers, policy implementers and citizens.
- Broadcast the produced videos (across a total of 30 television slots).
- Location: The production will be based in a selected province.

- Screening: The stories will be screened on the three most popular television channels. These slots will be purchased by the tender winners.
- Language: The three videos will be produced in Khmer, with English sub-titles.
- Coverage: Nationwide
- Broadcast airtimes: The videos will be screened 30 times in total, on 3 different TV stations, between 11am-1pm and 7pm-9pm.

Monitoring: A monthly and final report will be provided by the chosen media company.

Qualification requirements:

- Experience managing entire production processes.
- Experience producing short educational videos.
- A comprehensive background and knowledge in good governance, social accountability, decentralization and de-concentration policy and sub-national democratic development.
- Experience producing a professional film in a related field.
- Able to work in both English and Khmer (the final product should be in Khmer with English sub-titles).

Timeline:

- The film and broadcast should be finalized and submitted within 12 weeks of signing contract.

Key deliverable:

- Final scripts of the three videos as agreed with the NCDD Secretariat management.
- Final picture storyboard of the three videos as agreed with the NCDD Secretariat management.
- Final casts, locations, customers and schedule of the three videos as agreed with the NCDD Secretariat management.
- Submission of the final three videos with the highest resolution available for television broadcast.
- Submission of all raw footage from the three videos.
- Submission of the best 30 photos from the video footage to NCDD.
- Submission of nine DVDs (three DVDs of each video) to NCDD.
- Submission of broadcast report on 3 TV stations
- Submission of monthly report and a final report of production