

## Terms of Reference

### Request for proposals to develop a conference video for the programme “Opening Extractives”

#### Background

**Opening Extractives** is a global programme, jointly managed by the EITI and its partner organisation Open Ownership. It aims to end the use of anonymous companies linked to corruption and mismanagement in the extractive sector. It will do this by supporting countries in building and using public registers of information on the ultimate owners of extractive companies.

The programme will support 8-10 resource-rich, developing countries to publish high quality beneficial ownership data, build capacity of stakeholders to analyse the data, and mobilise global support for beneficial ownership transparency. The programme launched on 15 February and will run for at least five years. By closing this significant channel for corruption in the extractive sector, the programme and its supporters aim to boost the ability of the sector to contribute to development.

#### Rationale

For the programme to achieve its ambitious objectives, there will be a need to quickly raise awareness of its scope and aims, engaging the attention of decision makers and stakeholders in each focus country. A video describing the programme and its intended impact, will be required for global and focus country launch events and for initial interactions with stakeholders, as focus countries are selected and initial engagements with governments and other stakeholders undertaken.

#### Deliverables

Proposals are requested for a video supplier to develop a unique video for Opening Extractives for use by the programme, as set out below:

##### 1. Main video

The main video will include the following elements:

The video length will be approximately 3 – 4 minutes. The quality should be high resolution and good quality. The video will include key messages on the Opening Extractives programme. The clip will include short segments with 3-4 interviews from focus country representatives, to take place in early August. These may include Zambia, Mexico, Philippines and Nigeria. The supplier is expected to take on the practical arrangements after initial contact and set up of the interviews in the focus countries.

The programme is still in the initial phase however at a later stage there will be need for region specific videos. The challenge with compilation of such a task is that there are many inconsistencies in quality hence it is important for all clips to be of high quality throughout. The clip should provide detail behind the importance of beneficial ownership transparency and how Beneficial Ownership data is useful in curbing corruption. The scenes should reflect the benefits on a grassroot level, in the private sector and

at a government level. The audience should be able to understand the objectives of the Opening Extractives programme. There should be different visual perspectives provided in the clip (close-up, medium range, long distance). Selected images will be included with caption information if needed.

Animated images could be used if this adds to the overall understanding of the messages and objectives of the programme.

A fixed estimate for subtitling of all video content into a different language. We are likely to translate the video into French, Spanish and potentially Russian.

## 2. Series of short social media clips

The supplier will develop one general clip of approximately 30 seconds that will be used for EITI social media platforms. It should be of high quality and resolution so it can be used for various purposes. This video will highlight snippets of key messages produced in the main launch video. Subtitles in English will also be included.

We would additionally like to develop 2-3 clips of approximately 30 seconds for social media which include the interviews undertaken with country representatives.

The deliverables will be procured against a fixed fee.

### Commercial details

The contracting party for this work will be the EITI, which is the lead grantee for the programme.

All quotes should be inclusive of VAT and other taxes. Proposals should clearly state the contracting party, which can be a company, agency, sole trader or individual consultant.

### Timeline

Closing date for proposals	10:00 CET Monday 12 July
Notification of selected supplier	Monday 19 July
Finalisation of contract	Wednesday 21 July
Onboarding call with contractor	Thursday 22 July
Presentation of approach and possible video options to Opening Extractives Programme Management Unit (PMU)	Tuesday 27 July
Based on initial feedback, develop storyboard	Tuesday 3 August
Feedback on storyboard	Tuesday 10 August
First cut of video	Tuesday 17 August
Second cut, including input from OE team	Tuesday 23 August
Final English version of launch video to be completed	Tuesday 30 August
Production of social media clip and/or translated versions	Monday 6 September

## Content of proposals

Proposals should include at least the following elements:

- All in rate for completion of deliverables within the allocated time.
- Any applicable taxes.
- Description of proposed creative approach to the project.
- Description of how the remote interviews will be conducted.
- Summary of experience of the agency or contractor with similar projects and at least three examples of similar projects completed within the past 18 months.

## Evaluation criteria

Proposals will be evaluated using the following criteria:

- Cost (40%)
- Description of creative approach (30%)
- Experience of designer and portfolio (30%)

## Contact details and closing date

The contact person for any questions and the submission of proposals will be:  
Jeanette Reinertsen, HR Operations Manager, EITI.

[jreinertsen@eiti.org](mailto:jreinertsen@eiti.org)

**All applications should be received no later than Monday 12 July 2021 at 10:00 CET. Late applications will not be considered.**