



**Request for proposal:  
A video service company for planning and production of  
short video products on women and young people**

**Background**

UNFPA is the United Nations sexual and reproductive health agency. It works in more than 150 countries including China, to deliver three transformative results by 2030 – ending unmet need for contraception, ending preventable maternal deaths, and ending gender based violence and harmful practices against women and girls.

Communications play a critical role in amplifying UNFPA’s voices and demonstrating its programme impact. UNFPA wants to use popular short video platforms in China to expand its public outreach and promote women’s and young people’s access to sexual and reproductive health information, education and services from a gender-responsive and human-rights based angle.

Against this backdrop, **UNFPA is looking for a professional media agency to work with UNFPA to plan and produce a series of short video products for dissemination on popular short video platforms in China in 2022 and beyond.**

**Target audience**

Women and young people in China

**Duration**

October-December 2022

**Scope of work**

The contracted media agency will undertake the following tasks:

- Work with UNFPA in identifying three key areas of UNFPA’s work that will be of public interest on short video platforms in China.
- Prepare detailed video storylines and propose and identify the persons including online KOLs to be interviewed and featured in the videos.
- Facilitate and arrange all video interviews or recordings and ensure the videography consent is obtained from each interviewee prior to the shooting process.
- Collect and edit all the footage with quality sound and images, subtitles, simple effects and styling in Chinese in line with UNFPA’s branding policy and guidelines and that are attractive to online audiences on short video platforms in China.



- Produce the short videos in Chinese language and support in adapting part of the videos elements into English, by adding headlines or subtitles in English language upon request

### **Expected deliverables**

30 short videos featuring women and young people in China, with every 10 videos represents one key area of UNFPA's work. Each video should be 1-3 minutes in length.

### **Institutional arrangement**

The contractor will be reporting to the UNFPA China Communications Analyst and working closely with the UNFPA China programme teams.

Regular catch up and progress updates via physical or virtual meetings will be required.

The contractor will be given access to the relevant UNFPA documents for reference.

The contractor will be required for establishing its own task force and providing all the video and IT equipment and materials needed to do the video interview/recording, editing and production.

### **Duty station**

Beijing, China

### **Competencies and experiences**

- Proven experience in high quality video interviews and short video editing and production.
- Knowledge of the short video development in China and networking with short video platforms and online KOLs in China are desirable
- Demonstrated skills in excellent videography and visual storytelling, including the video content planning, interview, production, editing, etc.
- Strong team player with the ability to adapt to changes in the team.
- Ability to work under tight deadlines.

### **A costed proposal and schedule of payments**

The contractor will be required to submit a proposal indicating a lump sum amount inclusive of all relevant costs based on the scope of work and expected deliverables.

The payment schedule can be negotiated in line with UNFPA's financial policy.

### **How to submit**

**Please submit a proposal indicating qualifications of the team members, their roles and responsibilities, a lump sum price in Chinese yuan and proposed payment schedule, together with a link to any previous samples of quality short video products delivered and published on**



short video platforms in China as supporting documents by email to: [sliu@unfpa.org](mailto:sliu@unfpa.org) by 9 October 2022.