

Agreement for Performance of Work

Terms of Reference

This APW is requested by:

Unit:	HIV, Hepatitis and Sexually Transmitted Infections (HSI); Management of Noncommunicable Diseases (MND)
Division:	Division of Programmes for Disease Control (DDC)

1. Purpose

As part of its ongoing advocacy, the HIV, Hepatitis and Sexually Transmitted Infections (HSI) and Management of Noncommunicable Diseases (MND) units at the World Health Organization (WHO) Regional Office for the Western Pacific seek to contract a content creation/video production agency to support the development of an advocacy and communications package for hepatitis and liver cancer for 2021.

2. Background

Hepatitis is a liver inflammation caused by viral infection from five types of hepatitis viruses. Chronic hepatitis B (HBV) and hepatitis C (HCV) are responsible for 97% of viral hepatitis-related mortality in the Western Pacific Region, for which the heavy burden accounts for an overall 40% (130 million) of the global number of people infected with HBV and HCV.

Chronic hepatitis has little to no symptoms until its advanced stages, when it progresses to cirrhosis (scarring of the liver) and liver cancer, which is the sixth leading cause of death in the Western Pacific. About 60% of liver cancer cases are attributed to chronic HBV/HCV—for which there is medicine for treatment and a cure respectively. Early testing and treatment is vital for the prevention of the progression of disease and cirrhosis and the reduction of risk for liver cancer.

This advocacy and communications package is meant to help close the gap in informational materials on the nature of hepatitis and its linkages to liver cancer. The majority of these materials will be used for World Hepatitis Day on 28 July 2021.

3. Planned timelines

- Start date: December 2021
- End date: July 2021

4. Description of activities to be carried out

The contractual partner is expected to produce the following output:

Output 1:	Hepatitis B (HBV)
Deliverable 1.1:	Animated educational video
Deliverable 1.1.1	Develop and present storyboard

- Deliverable 1.1.2 Provide full production services, including but not limited to motion graphics production, effects, video and audio editing, and subtitles
- Deliverable 1.1.3 Provide a selection of licensed sound track, voice talent demo reels for approval, and manage the recording of the voice narration, including an option to re-record the voiceover
- Deliverable 1.1.4 Ensure that all revisions requested by WHO are accurately addressed, and see the draft through to completion, including final WHO clearances
- Deliverable 1.1.5.1 Submit the final video in both high-and low-resolution formats in an external hard drive
- Deliverable 1.1.5.2 Hand over the full package of project files, including layered/editable video project files, audio and graphics files, including all relevant file links and fonts, with proper labels

Deliverable 1.2: GIFs

- Deliverable 1.2.1 Based on the visual peg for the videos, develop a series of GIFs for social media
- Deliverable 1.2.2 Ensure that all revisions requested by WHO are accurately addressed, and see the draft through to completion, including final WHO clearances
- Deliverable 1.2.3 Hand over the full package of project files, including layered/editable graphics files, as well as all relevant file links and fonts, with proper labels

Deliverable 1.3: Infographics

- Deliverable 1.3.1 Based on data provided, conceptualize and produce a series of infographics (for web and print) that effectively communicates necessary information to the general public
- Deliverable 1.3.2 Ensure that all revisions requested by WHO are accurately addressed, and see the draft through to completion, including final WHO clearances
- Deliverable 1.3.3 Hand over the full package of project files, including layered/editable graphics files, as well as all relevant file links and fonts, with proper labels

Output 2: Hepatitis C (HCV)

Deliverable 2.1: Animated educational video

- Deliverable 2.1.1 Develop and present storyboard
- Deliverable 2.1.2 Provide full production services, including but not limited to motion graphics production, effects, video and audio editing, and subtitles
- Deliverable 2.1.3 Provide a selection of licensed sound track, voice talent demo reels for approval, and manage the recording of the voice narration, including an option to re-record the voiceover
- Deliverable 2.1.4 Ensure that all revisions requested by WHO are accurately addressed, and see the draft through to completion, including final WHO clearances
- Deliverable 2.1.5.1 Submit the final video in both high-and low-resolution formats in an external hard drive
- Deliverable 2.1.5.2 Hand over the full package of project files, including layered/editable video project files, audio and graphics files, including all relevant file links and fonts, with proper labels

Deliverable 2.2: GIFs

- Deliverable 2.2.1 Based on the visual peg for the videos, develop a series of GIFs for social media

- Deliverable 2.2.2 Ensure that all revisions requested by WHO are accurately addressed, and see the draft through to completion, including final WHO clearances
- Deliverable 2.2.3 Hand over the full package of project files, including layered/editable graphics files, as well as all relevant file links and fonts, with proper labels

Deliverable 2.3: Infographics

- Deliverable 2.1.1 Based on data provided, conceptualize and produce a series of infographics (for web and print) that effectively communicates necessary information to the general public
- Deliverable 2.1.2 Ensure that all revisions requested by WHO are accurately addressed, and see the draft through to completion, including final WHO clearances
- Deliverable 2.1.3 Hand over the full package of project files, including layered/editable graphics files, as well as all relevant file links and fonts, with proper labels

Restrictions

Without the prior written agreement of WHO, the contractual partner and its related companies shall not in any statement or material of a promotional nature (including in company websites, credentials, client listings and communications addressed to prospective clients) refer to the relationship of the parties under this Agreement, or to the relation of the contractual partner and its related companies to the Campaign. In no event shall the contractual partner and its related companies furthermore be entitled to use the name, acronym and/or emblem of WHO, without WHO's prior written agreement. Upon turnover of final material, copyright reverts to WHO with all the corresponding rights.

Note: A timeline of deliverables to be submitted during and after the period of the assignment will be provided.