

SCOPE OF SERVICES

JHMC Promotional and Environmental Campaign Video for IEC On Pollution Prevention and Forest Protection Campaign

I. ANTECEDENTS/ BACKGROUND

1. JHMC, through the years, has been active in its environmental awareness campaigns, specifically engaging the Baguio and neighboring area's youth. We used to convene teams and groups in order for us to reach the intended audience. The usual number of participants in these activities reach up to hundreds per event.
2. The use of video materials for various campaigns broadcast via available online platforms have gained appreciation since this is the most ideal avenue to reach as many, raise public awareness and mainstream CJH campaigns on environment protection.
3. Events and campaigns on environment awareness take much effort on preparation and logistics on the part of EMD employees, hence video materials on Pollution Prevention and Forest Protection, would mean allowing JHMC employees to reach as many, with less effort and resources used.
4. The **JHMC Promotional and Environmental Campaign Video for IEC On Pollution Prevention and Forest Protection Campaign** is planned to be used for various purposes such as video campaign for JHMC events, materials for publication in the JHMC Website, video material to be shared in Camp John Hay's social media accounts. Promoting JHMC's environmental awareness campaign and for other purposes that may be deemed appropriate.

II. OBJECTIVES

The IEC Campaign Video project aims to engage the services of the **WINNING BIDDER** capable of producing a **JHMC Environmental Awareness Campaign Video On Forest Protection and Pollution Prevention** that will be used by JHMC for its ecological awareness program to reach as many individuals and stakeholders as possible.

The specific objectives of the video material outputs are as follows:

1. To raise public awareness on the importance of the Camp John Hay forests and its ecological contribution to the City of Baguio and neighboring municipalities of the Province of Benguet;
2. To raise awareness about various environmental challenges faced in the modern era through online educational campaigns,

3. To gain support from stakeholders on the sustainability and stewardship objectives of JHMC over the Camp John Hay;
4. To optimize the use of technology in the environmental IEC of JHMC; and
5. To have cost - effective means in the environmental IEC of JHMC via the use of a video material that will reach as many stakeholders as possible via sharing on JHMC official website, social media platforms and other possible means of sharing the video.

III. APPROVED BUDGET FOR THE PROCUREMENT

The budget for the procurement as reflected in the CY 2024 Corporate Operating Budget (COB) is **Sixty-Five Thousand Pesos (PhP 65,000.00)**, inclusive of applicable taxes.

IV. PERIOD OF COMPLETION

The engagement of services shall remain in force and effect for a period of **seventy (70) calendar days** from the issuance of the Notice to Proceed effective until the full delivery of the requirements and acceptance by the JHMC, subject to extension should the need be determined.

V. DUTIES AND RESPONSIBILITIES

A. The **WINNING BIDDER** shall:

1. Develop a total of two (2) environmental IEC video campaign materials. One is a (1) five-minute Video Material on Pollution Control and Prevention and one (1) seven-minute Video Material on Forest Protection. Development includes the script, storyboard, direction, video shoot, photography shoot, background music, sound effects, video ownership marks of JHMC, video caption and subtitles and five (5) physical copies of the final output, including its development raw files, in 16 GB USB.
2. Produce a minimum of 10 short clips or reels (each lasting 15-30 seconds) extracted from the main 5-minute and 7-minute videos. These clips will function as highlights or teasers, offering condensed glimpses into the content of the full IEC videos.
3. Develop the video material recommended to be in a short story plot / short documentary / informative / educational video format that reaches out to multi-age groups with the following main topics:
 - 3.1 Video Material on Pollution Prevention "*Aiming for an Ecologically Responsible John Hay Special Economic Zone*"
 - 3.2 Video Material on Forest Protection with "*Protecting the John Hay Forests*"

The video materials must have “appealing” titles to raise public interest in watching it when uploaded in available Camp John Hay’s social media and website.

4. Create and edit necessary motion graphics, inclusion of music and subtitle translation in the English language. This includes ensuring the formatting, consistency, and highest possible quality of end-product.
5. Draft the storyboard / documentary script in consultation with the JHMC Environment Management Division and seek the concurrence of JHMC through the Environment Management Division for any changes in the agreed upon discussion of the concept.
6. Provide all the supplies and other necessary materials to produce the video campaign materials.
7. Conduct interviews with relevant personnel, stakeholders of Camp John Hay and professional experts to come up with the intended components of the Ecological Campaign Video. Interviews may be done in any of the Filipino native dialects, e.g. Tagalog, Ilokano, Ibaloi, Kankanaey, etc., to make it closer and more appealing to the hearts of the public.
8. Subtitle translations must be in the English Language for it to be appreciated by a wider audience.
9. Provide all the necessary documentation for payment such as but not limited to billing statement, SEC/ DTI registration etc., if applicable, within five (5) working days from the delivery of the final approved AVP.
10. Guarantee that all clips, background music, and materials utilized in the production are free from copyright restrictions and compliant with all relevant laws governing video production.
11. Grant John Hay Management Corporation (JHMC) full ownership rights to the generated videos and sounds produced under this contract, including exclusive rights for use, reproduction, distribution, display, and modification, without limitation. While JHMC retains sole ownership of all associated intellectual property rights, the winning bidder is permitted to utilize the final outputs for their portfolio purposes, provided such use does not infringe upon JHMC's rights. This provision remains binding beyond the contract's termination or expiration, applicable to both parties and their successors.
12. Come up with the following outputs and / or deliverables:
 - a. Draft storyboard and script for the IEC Video material to the JHMC-EMD for review and approval. The script may be written in English version or in any dialects as applicable to the scenarios being formed. (15 working days / 3 weeks)



- b. Final storyboard and script after integrating JHMC inputs. (3 week)
- c. Actual video production and provision of drafts of the full IEC Video materials in 2 versions each for JHMC to choose from, along with the subtitles and highlight clips/reels to be presented to the JHMC team for review and comments. (5 weeks)
- d. Reviewed, revised and approved final Environmental IEC Video Materials, in high quality. These should be saved in three (3) sets saved in 16 G Flash Drive (USB Type). (5 weeks)

B. The JHMC shall:

1. Designate the Environment Officer, Plant Nursery Assistant II, EMS Specialist and Project Foresters who will work closely with the **WINNING BIDDER** on the contents or changes in the design / content of the video materials.
2. Provide logistical requirements during the meetings, meeting venues, equipment (LCD projector, laptops, etc.), supplies, reproduction, *if necessary*;
3. Provide a framework, samples, main ideas and all necessary information for the output to be reflective of the intended objectives.
4. Ensure that the **WINNING BIDDER** is paid accordingly within the agreed period.

VI. REQUIREMENTS

1. The **WINNING BIDDER** shall submit to JHMC the following in accordance with the requirements stated under Republic Act No. 9184 and its revised IRR:
 - a. PhilGEPS Registration Number.
 - b. Mayor's/Business permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zones or Areas.

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within the period prescribed by the concerned local government unit, provided that the renewed permit shall be submitted as a post-qualification requirement in accordance with Section 34.2 of the RIRR.

For individuals, only the BIR Certificate of Registration shall be submitted in lieu of the DTI Registration and Mayor's Permit.

c. Omnibus Sworn Statement.

2. All information received, reviewed and recorded by the **WINNING BIDDER** shall be treated in the strictest confidence at all times.
3. The **WINNING BIDDER** shall adhere to the agreed scope of services or deliverables as approved by **JHMC**. Changes in the agreed arrangements shall likewise be with the prior consent of **JHMC**.

VII. PAYMENT TERMS

The **WINNING BIDDER** shall be paid the amount of **Sixty-Five Thousand Pesos (PhP 65,000.00)**, inclusive of applicable taxes, transportation and communication expenses. Full payment shall be reckoned from **JHMC**'s acceptance of the complete environmental IEC Video Material with the duly accomplished billing statement or statement of account from the **WINNING BIDDER**.

VIII. EXPECTED OUTPUTS

The **WINNING BIDDER** shall undertake to deliver two (2) Environmental IEC Video materials with short clips meeting the specifications provided by **JHMC**.

IX. CONTRACT TERM

The Winning Bidder, shall have a duration for completion of the project scope of services within 4 months from the Notice of Award subject to extension should the need be determined, without incurring additional costs to **JHMC**.

X. MODE OF PROCUREMENT

The mode of procurement shall be through Alternative Mode of Procurement (AMP)- Small Value Procurement (SVP).

The following elements will be the primary considerations in evaluating all proposals submitted in response to this procurement:

| Evaluation Criteria | Weight |
|---|--------|
| Review of Project Portfolio (Proponent must submit their Project Portfolio as basis for Evaluation) | |
| a. Applicable experience and track record (Campaign/ Infomercial/ Documentary / storyboard / Educational / Events - related videos) | 40% |
| i. No. of Years of experience – 10% | |
| <input type="checkbox"/> 1-3 Years = 5% | |
| <input type="checkbox"/> 3-5 Years= 8% | |
| <input type="checkbox"/> 6 Years and above = 10% | |

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|---|-----|
| <ul style="list-style-type: none"> ii. Similar projects completed within the last five (5) years – 15% <ul style="list-style-type: none"> <input type="checkbox"/> Less than 5 projects completed in the last 5 years = 8% <input type="checkbox"/> 6 or more projects completed in the last 5 years = 15 % iii. Client Feedback – 15% <ul style="list-style-type: none"> % Satisfaction Rating of their chosen top 2 Clients / 10 = % weight | |
| <p>b. Qualification of team</p> <ul style="list-style-type: none"> i. Video production team years of experience of team leader - 10% <ul style="list-style-type: none"> <input type="checkbox"/> 1-3 Years = 5% <input type="checkbox"/> 3-5 Years= 8% <input type="checkbox"/> 6 Years and above = 10% ii. Video production team members with relevant IEC Campaign or similar projects background and portfolio (at least one member of the team) – 10% <ul style="list-style-type: none"> <input type="checkbox"/> 1-3 Years = 5% <input type="checkbox"/> 3-5 Years= 8% <input type="checkbox"/> 6 Years and above = 10% iii. Video production team members have minimum two (2) years experience in producing quality video materials <ul style="list-style-type: none"> <input type="checkbox"/> 1-2 Years = 5% <input type="checkbox"/> 3-5 Years= 8% <input type="checkbox"/> 6 Years and above = 10% <p>The proponent must designate the following roles and functions to its production team members in charge of:</p> <ol style="list-style-type: none"> 1. Direction 2. Cinematography 3. Digital Imaging and in-charge of animation, subtitling, and the like and other animation mastery needed in the video 4. Audio Technicalities and Mastery (Music and voice-over) 5. Research and Script or Storyline Writing 6. Production and set design <p><i>For the composition of the production team, one person can take on multiple roles, but not all of the functions mentioned in the above items 1 - 6, for as long as the final output is not compromised. The bidder must submit the individual Curriculum Vitae / Profile of Projects of the team members and their specific role and function in the JHMC Promotional and Environmental Campaign Video for IEC On Pollution Prevention and Forest Protection Campaign.</i></p> <p>The proponent must also submit at least 2 sample video material outputs, with a minimum length of 3 minutes, that they have produced / made within the last five years.</p> | 30% |
| <p>c. Video Production Approach and Methodology</p> <p>Substance and Content of Proposal – 10%</p> <ul style="list-style-type: none"> <input type="checkbox"/> Proposal that is containing essentials that are responsive to the Scope of Services (10%) | 20% |

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|---|-------------|
| <p>Clarity of Proposal and Methodology -5%</p> <ul style="list-style-type: none"> <input type="checkbox"/> Proposal must be clear, and certification process, scheme and methodology must be defined <p>Completeness of Proposal – 5%</p> <ul style="list-style-type: none"> <input type="checkbox"/> Proposal must be defined from start to finish of engagement | |
| Financial Proposal | 10% |
| TOTAL | 100% |

