

ToR – Annual Film Production & Digital Content Agency

Engagement of Agency for Annual Film Production, Segmentation & Digital Content Creation

Issued by: United Nations Global Compact Network India (UN GCNI)

Engagement Type: Financial – Deliverables-Based Contract

Project Theme: Annual Impact Storytelling, Digital Outreach, Member Engagement & Brand Visibility

1. Background and Context

1.1 The United Nations Global Compact Network India (UN GCNI) works closely with businesses and stakeholders to advance responsible business practices aligned with the Ten Principles of the UN Global Compact and the 17 Sustainable Development Goals (SDGs).

1.2 UN GCNI undertakes diverse programmatic interventions across **our core thematic streams**, reflecting its strategic priorities and impact areas.

1.3 To effectively capture, communicate, and amplify its annual impact, UN GCNI intends to produce a **high-quality Annual Film** that showcases its work, members, partnerships, and outcomes in a compelling and cohesive narrative.

1.4 In addition to the flagship film, the content will be strategically segmented into **short clips, thematic reels, quotes, and visual assets** for use across digital platforms, membership outreach, and stakeholder engagement.

2. Objective of the Engagement

2.1 To engage a professional creative agency that will:

- Conceptualise, script, and coordinate the production of a high-quality UN GCNI Annual Film.
- Ensure each of the **thematic streams** is represented through a **distinct yet integrated storyline**.
- Create segmented digital content optimised for social media, website, and membership pitches.
- Deliver visually compelling, narrative-driven assets that strengthen UN GCNI's brand and impact communication.

3. Scope of Work

3.1 Concept Development & Storyboarding

The agency shall:

- Undertake detailed consultations with the UN GCNI team to understand priorities, messaging, and annual milestones.
- Develop a **central creative concept** for the Annual Film.
- Design a **narrative structure** that weaves together the thematic streams / ten principles into a unified story.
- Create individual **story arcs** for each stream, ensuring clarity, balance, and depth.
- Submit a detailed script, storyboard, and production plan for approval.

3.2 Scriptwriting & Content Structuring

- Develop a professionally written **master script** for the Annual Film.
- Draft supporting scripts and text for:
 - Short-form videos
 - Quotes and voiceover excerpts
 - Membership and partner pitch adaptations
- Ensure tone aligns with UN values, credibility, and impact-driven storytelling.

3.3 Production Coordination & Execution

The agency shall:

- Coordinate end-to-end production in collaboration with UN GCNI and an external film production partner (if applicable).
- Manage filming logistics, schedules, and coordination with stakeholders
- Ensure visual consistency, production quality, and adherence to timelines
- Incorporate interviews, b-roll footage, archival material, graphics, and animations as required

3.4 Post-Production & Editing

- Edit the flagship Annual Film (recommended duration: 6–10 minutes)
- Develop **stream-specific segments** highlighting each of the working thematic areas
- Produce multiple **short-form clips** (30–90 seconds) optimised for LinkedIn, X, Instagram, and website use
- Create static and motion-based **quote assets** for digital dissemination
- Include subtitles, captions, branding elements, and visual identifiers

3.5 Digital Optimisation & Content Repurposing

- Optimise all outputs for various digital formats and resolutions
- Provide guidance on publishing schedules and usage
- Ensure assets are suitable for:

- Social media campaigns
- Website embedding
- Member onboarding and pitch presentations
- Events and conferences

4. Core Deliverables

Deliverable Category	Expected Output
Annual Film	1 flagship professionally produced film
Thematic Segments	stream-specific story segments
Short-Form Videos	Multiple clips (reels/shorts) for digital use
Quote Assets	Edited video and visual quote snippets
Scripts & Storyboards	Approved scripts and storyboards
Final Asset Library	All raw and edited files with usage rights

5. Agency Eligibility Criteria

The agency must demonstrate:

- Proven experience in **impact films, institutional storytelling, or development-sector content**
- Strong scripting and narrative development capabilities
- Experience producing short-form and long-form digital content
- Ability to manage multi-stakeholder coordination
- Familiarity with sustainability, ESG, or UN-aligned themes (preferred)

6. Reporting & Coordination Structure

6.1 The agency will work closely with the designated UN GCNI focal point.

6.2 Regular review checkpoints will be established at the concept, scripting, production, and post-production stages.

6.3 All content will require UN GCNI approval prior to final release.

7. Financial & Contractual Terms

7.1 The engagement will be deliverables-based, with clear milestones linked to payments.

7.2 All intellectual property and usage rights for final content shall vest with UN GCNI.

7.3 The agency must ensure confidentiality of all information and footage.

8. Proposal Submission Requirements

Interested agencies must submit:

1. Creative and technical proposal outlining approach and methodology
2. Portfolio of relevant films and digital content
3. Proposed timelines and team structure
4. Financial proposal with cost break-up

Submission Subject Line:

“Proposal Submission – Annual Film Production & Digital Content Agency – UN GCNI”. **Submission** Interested candidates/agencies are required to submit the following to email: procurement@globalcompact.in latest by **31st December 2025**.

9. Rights Reserved

UN GCNI reserves the right to amend or withdraw this ToR at any stage without assigning any reason.