

30.01.2022

**Invitation to tender****Background:**

The Palestinian Association for Empowerment and Local Development – REFORM is a Palestinian NGO that works in the fields of empowerment, local development, and social transformation. Seeking to promote inclusion and social solidarity in Palestine through empowering marginalized hard-to-reach groups, and structural reform. REFORM aims to enhance the social and political participation of marginalized hard- to-reach groups and community activism, to facilitate equal access to public utilities through strengthening the capabilities of young and women, and to provide a reliable database for the political and administrative decision makers in Palestine.

REFORM is inviting media companies to a centralized tender for implementing and producing media materials for the year 2022. Offers must be submitted in signed/ stamped and sealed envelopes no later than Sunday 13.02.2022, 4:00 PM.

**General specifications:**

- At least 3 years of professional experience in the photography, video making and infographics fields.
- At least 3 years of experience in montaging and shooting films
- Ability to take photos during the training and implementation of the events.
- Ability to add narration or music to the videos.
- Ability to add rashes (photos or videos) to the videos.
- Ability to add infographic to videos and posters.
- Ability to modify images and clips according to high standards using different editing software.
- A portfolio of previous work (videos, photographs, social media posters, infographic, 3D animation videos, and montage).
- Only registered companies can apply.
- Has the essential staff and capabilities or creative directors, videographers, and technicians, to design and produce the required photos, videos and infographics.
- The winning company must visit the event's location before the implementation day for examination.
- Previous experience in working and producing videos for NGOs.

- The winning company must be ready for making the amendments – if any- requested by REFORM.
- Ability to attend meetings with REFORM’s team or other related parties.
- Ability to add translation/ subtitles from Arabic to English on the videos (REFORM will be responsible of the translation).
- Ability to add REFORM and donor’s logos and disclaimers as required.
- Ability to issue ZERO VAT invoices when needed.

**Notes:**

- Offers must be valid for the year 2022, with ability to extent for one year
- Payments will be made within a month after the accomplishment of the duties.
- Advertisement fees will be paid by the winning company.
- REFORM will study your Technical offer and calculate your grades. Only short listed candidates whose technical grades are higher than 45% will be financially evaluated.
- Awarding is not required at the lowest prices but within the institution’s policy.
- The winning company must visit the event’s location before the implementation day for examination.
- Copy rights are reserved for REFORM at all times.
- REFORM maintains its right to end the contract, if any of requested specifications were not met.
- Reform has the right to request technical changes on items required/videos taking into consideration prices submitted
- The chosen company is responsible to provide REFORM with the mentioned items when requested.
- The chosen company has to follow up and coordinate with the project team & Campaign coach when needed.
- The chosen company has to submit photographs and videos on USB/ any other requested media to the association within a two-week time.
- The chosen company must ensure pre-production filming and post production at the highest quality.
- The chosen company must troubleshoot technical problems, if any.
- REFORM is not obliged to order producing all mentioned items. Number of items will be decided later, and many items may be requested more than one time.

**Submission criteria:**

- Companies must submit both technical offer and price offer in ILS, latest by Thursday 03.02.2022, 4:00 PM.
- Submission must be by hand at our office - The Palestinian Association for Empowerment and Local Development- REFORM, Tirawi Building, 2nd floor in Al Masyoun, Ramallah.
- Technical offers must include the following:
  - Valid deduction at source certificate.
  - Official letter to state your ability to issue ZERO VAT invoices.
  - Company profile.
  - Company pages on social media.
  - Samples of previous work to be submitted on a USB each file must be named after the item's type.(please cover the required items in this invitation)
- Financial offers must be submitted on the below prices table.
- All financial offer pages must be stamped.

**Revision criteria:**

All offers will be reviewed based on the following:

**Accept/ reject offer criteria:**

All the following must be met in order to accept the offer:

1. The offer is submitted by hand at our office - The Palestinian Association for Empowerment and Local Development- REFORM, Tirawi Building, 2nd floor in Al Masyoun, Ramallah.
2. The offer is submitted in stamped/ signed and sealed envelope.
3. The company is registered and has valid deduction at source certificate (the certificate must be included in the offer).
4. **The company states it has the ability to issue ZERO VAT invoices when needed.(please attach an official letter to state your ability to issue ZERO VAT invoices)**

**Evaluation criteria:**

If the offer is accepted, it will be evaluated based on the below table:

<b>Criterial condition</b>	<b>Weights</b>
At least 3 years of professional experience in the photography, video making and infographics fields.	20%
Samples of previous similar work	30%
Previous experience in working and producing videos for NGOs	10%
Financial offer	40%
<b>TOTAL</b>	<b>100%</b>

For more information, please do not hesitate to contact REFORM on the following contact details: Telfax: 02-2966645, Email: Info@reform.ps

Thank you for your kind cooperation,

Sincerely yours,

**Rand Tahboub**

**Procurement coordinator**





### Prices table

#	Type	Short Description	Duration of Video	Equipment	Location	Price in ILS excluding VAT
1	Freeze Mob video	<ul style="list-style-type: none"> <li>- Shooting for 2 training days, and one implementation day for the freeze mob.</li> <li>- The photographers must attend the 2 days training rehearsal and the implementation day to shoot and take photos.</li> <li>- Take video shots from different angles; close ups and long shots.</li> <li>- Be present at a reasonable time (preferably 2 or 3 hours) before the start of the event.</li> <li>- The vendor is required to have the essential staff and capabilities or creative directors, videographers, and technicians, to design and produce an overall freeze mob video.</li> <li>- Video editing all-inclusive of editing, music, graphics, after getting the feedback from REFORM's team.</li> <li>- Publish and promote the videos on social media.</li> </ul>	3-5 mins for all types out of the raw footage. + trailer	at least 3 different HD cameras, drone, wireless mics, and sound system.	Public space in Ramallah or Bethlehem city	

2	Flash Mob video	<ul style="list-style-type: none"> <li>- Shooting for 2 training days, and one implementation day for the flash mob.</li> <li>- Film the tour or event in WB</li> <li>- The photographer has to attend the training rehearsal to shoot and take still photos.</li> <li>- Be present at a reasonable time (preferably 2 or 3 hours) before the start of the event.</li> <li>- Take video shots from different angles; close ups and long shots.</li> <li>- The company is required to have the essential staff and capabilities or creative directors, videographers, and technicians, to design and produce an overall flash mob video.</li> <li>- Publish and promote the videos on social media.</li> </ul>	3-4 mins for all types out of the raw footage. + trailer	at least 3 different HD cameras, drone, wireless mics, and sound system.	Public space in Ramallah or another city in WB	
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#	Type	Short Description	Duration of Video	Equipment	Location	Price in ILS excluding VAT
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3	Promotional videos	<ul style="list-style-type: none"> <li>- • shooting the activity training and implementation. (at least 2 days training and 1 day implementation).</li> <li>- • The company should create a teaser for each video between (10-25 sec) of duration to encourage the viewer to watch the full video.</li> <li>- • Be present at a reasonable time (preferably 2 or 3 hours) before the start of the event.</li> <li>- • Take video shots and photos from different angles; close ups and long shots.</li> <li>- • Interested vendors should visit and examine the place before the day of the implementation of the event.</li> <li>- • Ability to help and communicate with scenario writer to develop stories.</li> <li>- • The company must have fully equipment's to shooting indoor and outdoor place.</li> <li>- • Video editing (all-inclusive of editing, music, graphics, after getting the feedback form operation team.</li> <li>- • Ability to implement intreviews with participants (at least 3).</li> <li>- • • Video editing (all-inclusive of editing, music, graphics, after getting the feedback form operation team.</li> <li>- • Ability to publish and promote the videos on social media.</li> </ul>	5-10 mins for all types out of the raw footage. + trailer.	at least 3 different HD cameras, drone, and madona mics.	WB included Jerusalem governorate and Gaza (cities or refugees)		
4	Short videos	<ul style="list-style-type: none"> <li>- 1. Shooting and montage for 10 short videos</li> <li>- 2. shooting for (1-2) minutes video indoors and/or outdoors depending on the nature of the activities being held in different areas of the West Bank and Gaza</li> <li>- 3. Implement at least 2 interview for each video</li> </ul>	1-2 mins  3-5 mins	at least 3 different HD cameras, drone	5 videos is West Bank including Jerusalem governorate, and 5 videos in Gaza.		



		<ul style="list-style-type: none"> <li>- 4. take video shots form different angles; close up and long shots.</li> <li>- 5. Be present at a reasonable time (preferably 2 or 3 hours) before the start of the event.</li> </ul>					
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#	Type	Short Description	Duration of Video	Equipment	Location	Price in ILS excluding VAT
5	Studio to shoot videos	<ul style="list-style-type: none"> <li>• Shooting for 7 REFORM Models videos for all types out of the raw footage. + trailer.</li> <li>• The applicants must have wide studio in ramallah with fully equipment (Croma, lights, chairs, at lest 3 different HD cameras, and 3 Madona Mick). to use it in shooting videos, and the price must include studio costs.</li> <li>• take video shots form different angles; close up and long shots.</li> <li>• Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> </ul>	(5-7 minutes) out of the raw footage. + trailer.	Studio with full equipment (Croma, lights, chairs, at lest 3 different HD cameras, and 3 Madona Mick).		

6	Short Documentary films	<ul style="list-style-type: none"> <li>- 1. Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- 2. Troubleshoot technical problems, if any.</li> <li>- 3. Ability to implement graphic design for high resolution video.</li> <li>- 4. Be present at a reasonable time (preferably 2 or 3 hours) before the start of the event.</li> <li>- 5. Take video shots from different angles; close ups and long shots. With at least one still video c and mobile camera.</li> <li>- 6. Adding sound effects/ music to the short film.</li> <li>- 7. Publish and promote the videos on social media.</li> <li>- 8. About the videos; REFORM will provide the company for the content to produce the video with project participants."</li> <li>- Attend 6 visits in WB, and 1 day training in Ramallah to document &amp; produce 1 short video.</li> <li>- • Shooting and conduct at least 6 interviews to produce the video.</li> <li>- • video duration between (3-5) mins for all types out of the raw footage. + trailer</li> <li>- • The company must use at least 3 different HD cameras to shoot indoor and outdoor in WB, drone, and Madona mic.</li> <li>- • Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- • Location: West Bank including Jerusalem governorate.</li> <li>- • the company must have ability to work with REFORM team to develop the shooting plan and implementation.</li> </ul>		at least 3 different HD cameras, drone, lights and madona mics	West Bank including Jerusalem governorate.		
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#	Type	Short Description	Duration of Video	Equipment	Location	Price in ILS excluding VAT
7	Short Documentary films	<ul style="list-style-type: none"> <li>- 1. Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- 2. Troubleshoot technical problems, if any.</li> <li>- 3. Ability to implement graphic design for high resolution video.</li> <li>- 4. Be present at a reasonable time (preferably 2 or 3 hours) before the start of the event.</li> <li>- 5. Take video shots from different angles; close ups and long shots. With at least one still video c and mobile camera.</li> <li>- 6. Adding sound effects/ music to the short film.</li> <li>- 7. Publish and promote the videos on social media.</li> <li>- 8. About the videos; REFORM will provide the company for the content to produce the video with project participants."</li> <li>- Attend a 3 days in the camp to document &amp; produce 1 short video in West Bank. <ul style="list-style-type: none"> <li>• Shooting and conduct at least 6 interviews to produce the video.</li> <li>• video duration between (5-7) mins for all types out of the raw footage. + trailer</li> <li>• the company must use at least 3 different HD camerasto shooting indoor and outdoor, drone, Madona mic, and lights.</li> <li>• Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> </ul> </li> </ul>		at least 3 different HD cameras, drone, lights and madona mics	West Bank including Jerusalem governorate.	

		<ul style="list-style-type: none"> <li>• the company must have ability to work with REFORM team to develop the shooting plan and implementation</li> </ul>					
8	Short Documentary films	<ul style="list-style-type: none"> <li>- 1. Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- 2. Troubleshoot technical problems, if any.</li> <li>- 3. Ability to implement graphic design for high resolution video.</li> <li>- 4. Be present at a reasonable time (preferably 2 or 3 hours) before the start of the event.</li> <li>- 5. Take video shots from different angles; close ups and long shots. With at least one still video c and mobile camera.</li> <li>- 6. Adding sound effects/ music to the short film.</li> <li>- 7. Publish and promote the videos on social media.</li> <li>- 8. About the videos; REFORM will provide the company for the content to produce the video with project participants." <ul style="list-style-type: none"> <li>• Attend a 5 field visits to document &amp; produce 5 short video in West Bank</li> <li>• Shooting and conduct interviews to produce 5 videos.</li> <li>• Video shooting for 8 hours for one day in different areas.</li> </ul> </li> </ul>		at least 3 different HD cameras, drone, lights and madona mics	West Bank including Jerusalem governorate.		

#	Type	Short Description	Duration of Video	Equipment	Location	Price in ILS excluding VAT
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9	Social Media Posters	<ul style="list-style-type: none"> <li>• Design posters on social media platforms.</li> <li>• REFORM will provide the company with the content to design and publish on social media platform.</li> <li>• Publish and promote the posters on social media.</li> <li>• Produce Info-Graphic design for the posters</li> </ul>			share and promote posters on social media platforms		
10	Infographic video	<ul style="list-style-type: none"> <li>• Documented experience in producing info-graphics videos.</li> <li>• Ability to implement graphic design for high resolution video.</li> <li>• Produce Info-Graphic videos</li> <li>• Video editing (all-inclusive of editing, music, graphics, after getting the feedback form operation team.</li> <li>• REFORM will provide the company with videos content during the project implementation.</li> <li>• the company must provide the operation team with options for the video voice over to approve before recording</li> </ul>	2-3 mins		share and promote on social media platforms		
11	Accountability Van video	<ul style="list-style-type: none"> <li>• Shooting and montage video (taxi accountability session)</li> <li>• Video editing (all-inclusive of editing, music, graphics, subtitles, help with the directing of the videos).</li> <li>• Publish and promote the videos on social media.</li> <li>• The technical offer must include previous videos about the company's works.</li> <li>• Ability to implement graphic design for high resolution video.</li> </ul>	07-10 mins out of the raw footage. + trailer.	shooting indoor and outdoor the Van, so the company will provide 3 fixed different HD cameras to shooting in door, and 1 camera out door with drone, and 4 mad	different location in West Bank and Gaza Strip		

12	short Accountability Van video	<ul style="list-style-type: none"> <li>• Shooting and montage video (taxi accountability session)</li> <li>• Video editing (all-inclusive of editing, music, graphics, subtitles, help with the directing of the videos).</li> <li>• Publish and promote the videos on social media.</li> <li>• The technical offer must include previous videos about the company's works.</li> <li>• Ability to implement graphic design for high resolution video.</li> </ul>	20-30 mins out of the raw footage. + trailer.	shooting indoor and outdoor the Van, so the company will provide 3 fixed different HD cameras to shooting in door, and 1 camera out door with drone, and 4 mad	different location in West Bank and Gaza Strip		
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#	Type	Short Description	Duration of Video	Equipment	Location	Price in ILS excluding VAT	
13	3D animation video	<ul style="list-style-type: none"> <li>• Produce 3D animation video</li> <li>- 2 Characters must including in the video</li> <li>- The company must build the Characters, not using the online templets.</li> <li>• Ensure pre-production video and post production at the highest quality.</li> <li>• Publish and promote the videos on social media. 10 \$ promotion for each video</li> <li>• The technical offer must include previous 3D animation videos about the company works.</li> <li>• About the videos; REFORM will provide the company for the content to produce the video.</li> <li>• the company must provide the opporation team with options for the video voice over to approve befor recording</li> </ul>	2 mins		share and promote on social media platforms		

14	3D animation video	<ul style="list-style-type: none"> <li>- • Produce 3D animation video</li> <li>- - 2 Characters must including in the video</li> <li>- - The company must build the Characters, not using the online templets.</li> <li>- • Ensure pre-production video and post production at the highest quality.</li> <li>- • Publish and promote the videos on social media. 10 \$ promotion for each video</li> <li>- • The technical offer must include previous 3D animation videos about the company works.</li> <li>- • About the videos; REFORM will provide the company for the content to produce the video.</li> <li>- • the company must provide the opporation team with options for the video voice over to approve befor recording</li> </ul>	3 mins		share and promote on social media platforms		
15	3D animation video	<ul style="list-style-type: none"> <li>- • Produce 3D animation video</li> <li>- - 2 Characters must including in the video</li> <li>- - The company must build the Characters, not using the online templets.</li> <li>- • Ensure pre-production video and post production at the highest quality.</li> <li>- • Publish and promote the videos on social media. 10 \$ promotion for each video</li> <li>- • The technical offer must include previous 3D animation videos about the company works.</li> <li>- • About the videos; REFORM will provide the company for the content to produce the video.</li> <li>- • the company must provide the opporation team with options for the video voice over to approve befor recording</li> </ul>	4 mins		share and promote on social media platforms		

#	Type	Short Description	Duration of Video	Equipment	Location	Price in ILS excluding VAT
16	Trailer	<ul style="list-style-type: none"> <li>• Ability to shoot and montage the video to produce trailer.</li> <li>• Ability to use rashes to montage the video to produce trailer.</li> <li>• Ability to implement graphic design for high resolution video.</li> <li>• Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>• the company must have ability to work with REFORM team to develop the shooting plan and implementation.</li> <li>• Ability to publish and promote the videos on social media.</li> </ul>	15-30 second	at least 3 different HD cameras to shoot indoor and outdoor, drone, and Madona mic	WB included Jerusalem governorate and Gaza  (cities or refugees)	
17	Social Media Frame	<ul style="list-style-type: none"> <li>• A designer that could create a Facebook frame.</li> <li>• A frame that is suitable to all types and sizes of profile photos</li> <li>• Create and suggest a Facebook frame that is suitable for the topic campaign</li> <li>• It is the company's responsibility to promote the Facebook frame.</li> </ul>			online	
18	Hashtag video	<ul style="list-style-type: none"> <li>• REFORM will prove videos every video is maximum 40 seconds. (the videos will be taken through the selfie camera via phones)</li> <li>• Create a frame for the videos</li> <li>• Promote the videos</li> <li>• It is the companies responsibility to boost the videos through social media 5 USD per video</li> <li>• It is the companies responsibility to create a frame for the videos that is similar to the Facebook frame</li> </ul>	(40-60) second			



		or the same style to show it's under the same initiative					
19	Video shooting and montage in the street	<ul style="list-style-type: none"> <li>- • Video should be up to 7 minutes after montage</li> <li>- • Shooting is outdoors (in the streets)</li> <li>- • Shooting must be via 1 Drone camera and 3 cameras on the street.</li> <li>- • Montaging of the video is the companies responsibility</li> <li>- • At least 3 years of experience in montage and shooting films (company)</li> <li>- • They have previously worked with local or international NGO's</li> <li>- • (audio included) 15 wireless microphones are needed</li> <li>- • In case sound effects were needed include them in the video</li> <li>- • Copy rights are reserved to REFORM</li> <li>- • Shooting the whole scenario in order to come up with a 7 min video.</li> <li>- • Translated subtitles should be included in the video by the company</li> <li>- • The translation will be provided by REFORM</li> <li>- • Ability to share and promote videos on social media platforms</li> <li>- • Include the audio of the actors in the video</li> <li>- • The final video should be delivered through a USB</li> </ul>	up to 7 mins	at least 3 different HD cameras to shoot indoor and outdoor, drone, and Madona mic.	WB included Jerusalem governorate and Gaza (cities or refugees		

20	Flash Interview Video	<ul style="list-style-type: none"> <li>• shooting and montage short interview</li> <li>• Ability to implement graphic design for high resolution video.</li> <li>• Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>• the company must have ability to work with REFORM team to develop the shooting plan and implementation.</li> <li>• Ability to publish and promote the videos on social media.</li> </ul>	(1-2) min for all types out of the raw footage. + trailer	at least 3 different HD cameras to shoot indoor and outdoor, drone, and Madona mic	WB included Jerusalem governorate and Gaza (cities or refugees)		
	Flash Interview Video	<ul style="list-style-type: none"> <li>• Montage short interview that were shooting from the Beneficiaries.</li> <li>• Ability to implement graphic design for high resolution video.</li> <li>• Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>• the company must have ability to work with REFORM team to develop the shooting plan and implementation.</li> <li>• Ability to publish and promote the videos on social media.</li> </ul>	(1-2) min for all types out of the raw footage. + trailer	at least 3 different HD cameras to shoot indoor and outdoor, drone, and Madona mic	WB included Jerusalem governorate and Gaza (cities or refugees)		
	Flash Interview Video	<ul style="list-style-type: none"> <li>• Ability to implement Vox- Pop interviews in public space.</li> <li>• Ability to implement graphic design for high resolution video.</li> <li>• Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>• the company must have ability to work with REFORM team to develop the shooting plan and implementation.</li> </ul>	(1-2) min for all types out of the raw footage. + trailer	at least 3 different HD cameras to shoot indoor and outdoor, drone, and Madona mic	WB included Jerusalem governorate and Gaza (cities or refugees)		

		- • Ability to publish and promote the videos on social media.					
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### Prices table

#	Type	Short Description	Duration of Video	Equipment	Location	Price in ILS excluding VAT	Price in ILS including VAT	Notes
1	Freeze Mob video	<ul style="list-style-type: none"> <li>- Shooting for 2 training days, and one implementation day for the freeze mob.</li> <li>- The photographers must attend the 2 days training rehearsal and the implementation day to shoot and take photos.</li> <li>- Take video shots from different angles; close ups and long shots.</li> <li>- Be present at a reasonable time (preferably 2 or 3 hours) before the event starts.</li> <li>- Video editing all-inclusive of editing, music, graphics, after receiving the feedback form REFORM's team.</li> <li>- Publish and promote the videos on social media.</li> </ul>	3-5 mins for all types out of the raw footage + trailer	At least 3 different HD cameras, drone, wireless mics, and sound system.	Public space in Ramallah or Bethlehem city			Ability to publish and promote the videos on social media (30 \$ promotion for each video)

2	Flash Mob video	<ul style="list-style-type: none"> <li>- Shooting for 2 training days, and one implementation day for the flash mob.</li> <li>- Film the tour or event in WB</li> <li>- The photographer has to attend the training rehearsal to shoot and take still photos.</li> <li>- Be present at a reasonable time (preferably 2 or 3 hours) before the event's start.</li> <li>- Take video shots from different angles; close ups and long shots.</li> <li>- Publish and promote the videos on social media.</li> </ul>	3-4 mins for all types out of the raw footage + trailer	at least 3 different HD cameras, drone, wireless mics, and sound system.	Public space in Ramallah or another city in WB		Ability to publish and promote the videos on social media (30 \$ promotion for each video)
3	Promotional videos	<ul style="list-style-type: none"> <li>- Shooting the activity's training and implementation. (At least 2 training days and 1 implementation day).</li> <li>- The company must create a teaser for each video between (10-25 sec) of duration to encourage the viewer to watch the full video.</li> <li>- Be present at a reasonable time (preferably 2 or 3 hours) before the event starts.</li> <li>- Take video shots and photos from different angles; close ups and long shots.</li> <li>- The company must visit and examine the place before the event's implementation day.</li> <li>- The ability to help and communicate with scenario writer to develop stories is needed.</li> </ul>	5-10 mins for all types out of the raw footage + trailer.	At least 3 different HD cameras, drone, and madona mics.	WB including Jerusalem governorate and Gaza (cities or refugee camps)		Ability to publish and promote the videos on social media (10 \$ promotion for each video)

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		<ul style="list-style-type: none"> <li>- The company must have equipment to shoot indoor and outdoor.</li> <li>- Video editing (all-inclusive of editing, music, graphics, after receiving the feedback form operation's team).</li> <li>- The ability to implement interviews with participants (at least 3) is needed.</li> <li>- Publish and promote videos on social media.</li> </ul>					
4	Short videos	<ul style="list-style-type: none"> <li>- Shooting and montaging for 10 short videos</li> <li>- Shooting for (1-2) minutes video indoors and/or outdoors depending on the activities' nature.</li> <li>- Implement at least 2 interview for each video.</li> <li>- Take video shots from different angles; close up and long shots.</li> <li>- Be present at a reasonable time (preferably 2 or 3 hours) before the event's start.</li> </ul>	1-2 mins	at least 3 different HD cameras, drone	5 videos in West Bank including Jerusalem governorate, and 5 videos in Gaza.		Ability to publish and promote videos on social media (10 \$ promotion for each video)

	Short videos	<ul style="list-style-type: none"> <li>- Shooting and montaging for 10 short videos</li> <li>- shooting for (3-5) minutes video indoors and/or outdoors depending on the activities' nature.</li> <li>- Implement at least 2 interview for each video.</li> <li>- Take video shots from different angles; close up and long shots.</li> <li>- Be present at a reasonable time (preferably 2 or 3 hours) before the event's start.</li> </ul>	3-5 mins	at least 3 different HD cameras, drone	5 videos in West Bank including Jerusalem governorate, and 5 videos in Gaza.			Ability to publish and promote videos on social media (10 \$ promotion for each video)
5	Studio to shoot Reform Models video	<ul style="list-style-type: none"> <li>- Shooting for 7 REFORM Models videos for all types</li> <li>- Out of the raw footage + trailer.</li> <li>- The company must have wide studio in Ramallah with full equipment (Croma, lights, chairs, at least 3 different HD cameras, and 3 Madona Mick) to use it in shooting videos.</li> <li>- Take video shots from different angles; close up and long shots.</li> <li>- Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the videos directing).</li> </ul>	(5-7 minutes) out of the raw footage + trailer.	Studio with full equipment (Croma, lights, chairs, at least 3 different HD cameras, and 3 Madona Mick).				<p>Ability to publish and promote the videos on social media (40 \$ promotion for each video)</p> <p>The price must include studio costs.</p>

6	Short Documentary films	<ul style="list-style-type: none"> <li>- Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the videos' directing).</li> <li>- Troubleshoot technical problems, if any.</li> <li>- Ability to implement graphic design for high resolution videos.</li> <li>- Be present at a reasonable time (preferably 2 or 3 hours) before the event's start.</li> <li>- Take video shots from different angles; close ups and long shots. With at least one still video and mobile camera.</li> <li>- Add sound effects/ music to the short film.</li> <li>- Publish and promote the videos on social media.</li> <li>- About the videos; REFORM will provide the company with the content to produce the video with project participants."</li> <li>- Attend 6 visits in WB, and 1 training day in Ramallah to document &amp; produce 1 short video.</li> <li>- Shoot and conduct at least 6 interviews to produce the videos.</li> <li>- Out of the raw footage + trailer</li> <li>- The company must use at least 3 different HD cameras to shoot indoor and outdoor in WB, drone, and Madona mic.</li> <li>- Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- The company must have the ability to work with REFORM's team to develop the shooting plan and implementation.</li> </ul>	between (3-5) mins for all types	at least 3 different HD cameras, drone, lights and madona mics	West Bank including Jerusalem governorate.		Ability to publish and promote the videos on social media (15 \$ promotion for each video)
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7	Short Documentary films	<ul style="list-style-type: none"> <li>- Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- Troubleshoot technical problems, if any.</li> <li>- Ability to implement graphic design for high resolution videos.</li> <li>- Be present at a reasonable time (preferably 2 or 3 hours) before the event's start.</li> <li>- Take video shots from different angles; close ups and long shots. With at least one still video and mobile camera.</li> <li>- Add sound effects/ music to the short film.</li> <li>- Publish and promote the videos on social media.</li> <li>- About the videos; REFORM will provide the company with the content to produce the video with project participants."</li> <li>- Attend the youth camp for 3 days to document &amp; produce 1 short video in the West Bank.</li> <li>- Shoot and conduct at least 6 interviews to produce the video.</li> <li>- Out of the raw footage + trailer</li> <li>- The company must use at least 3 different HD cameras to shoot indoor and outdoor, drone, Madona mic, and lights.</li> <li>- Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- the company must have ability to work with REFORM's team to develop the shooting plan and implementation</li> </ul>	between (5-7) mins for all types	at least 3 different HD cameras, drone, lights and madona mics	West Bank including Jerusalem governorate.		Ability to publish and promote the videos on social media (15 \$ promotion for each video)
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8	Short Documentary films	<ul style="list-style-type: none"> <li>- Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- Troubleshoot technical problems, if any.</li> <li>- Ability to implement graphic design for high resolution video.</li> <li>- Be present at a reasonable time (preferably 2 or 3 hours) before the event's start.</li> <li>- Take video shots from different angles; close ups and long shots. With at least one still video c and mobile camera.</li> <li>- Add sound effects/ music to the short film.</li> <li>- Publish and promote the videos on social media.</li> <li>- About the videos; REFORM will provide the company with the content to produce the video with project participants."</li> <li>- Attend 5 field visits in 5 cities or refugee camps to document &amp; produce 5 short videos in the West Bank</li> <li>- Shoot and conduct interviews to produce 5 videos.</li> <li>- Video shooting for 8 hours for one day in different areas.</li> </ul>		at least 3 different HD cameras, drone, lights and madona mics	West Bank including Jerusalem governorate.			Ability to publish and promote the videos on social media (15 \$ promotion for each video)
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9	Social Media Posters	<ul style="list-style-type: none"> <li>- Design posters on social media platforms.</li> <li>- REFORM will provide the company with the content to design and publish on social media platform.</li> <li>- Publish and promote the posters on social media.</li> <li>- Produce Info-Graphic design for the posters</li> </ul>			share and promote posters on social media platforms		
10	Infographic video	<ul style="list-style-type: none"> <li>- Documented experience in producing info-graphics videos.</li> <li>- Ability to implement graphic design for high resolution videos.</li> <li>- Video editing (all-inclusive of editing, music, graphics, after getting the feedback form operation team).</li> <li>- REFORM will provide the company with videos' content during the project implementation.</li> <li>- the company must provide the operations team with options for the video voice over to approve before recording</li> </ul>	2-3 mins		share and promote on social media platforms		

11	Accountability Van video	<ul style="list-style-type: none"> <li>- Shooting and montaging video (taxi accountability session)</li> <li>- Video editing (all-inclusive of editing, music, graphics, subtitles, help with the directing of the videos).</li> <li>- Publish and promote the videos on social media.</li> <li>- The technical offer must include previous videos about the company's work.</li> <li>- Ability to implement graphic design for high resolution videos.</li> </ul>	07-10 mins out of the raw footage + trailer.	shooting indoor and outdoor the Van, so the company will provide 3 fixed different HD cameras to shooting in door, and 1 camera out door with drone, and 4 madona mic	different locations in West Bank and Gaza Strip			
12	short Accountability Van video	<ul style="list-style-type: none"> <li>- Shooting and montaging video (taxi accountability session)</li> <li>- Video editing (all-inclusive of editing, music, graphics, subtitles, help with the directing of the videos).</li> <li>- Publish and promote the videos on social media.</li> <li>- The technical offer must include previous videos about the company's work.</li> <li>- Ability to implement graphic design for high resolution video.</li> </ul>	20-30 mins out of the raw footage + trailer.	shooting indoor and outdoor the Van, so the company will provide 3 fixed different HD cameras to shooting in door, and 1 camera out door with drone, and 4 madona mic	different location in West Bank and Gaza Strip			

13	3D animation video	<ul style="list-style-type: none"> <li>- Produce 3D animation video</li> <li>- 2 Characters must be included in the video</li> <li>- The company must build the Characters, <b>without using</b> online templets.</li> <li>- Ensure pre-production of the video and post production at the highest quality.</li> <li>- The technical offer must include previous 3D animation videos about the company work.</li> <li>- About the videos; REFORM will provide the company with the content to produce the video.</li> <li>- The company must provide the operations team with options for the video voice over to approve before recording</li> </ul>	2 mins		share and promote on social media platforms		<p>please provide us with separate price for the following:</p> <ul style="list-style-type: none"> <li>- 3 characters</li> <li>- 4 characters</li> <li>- 5 characters</li> </ul>
14	3D animation video	<ul style="list-style-type: none"> <li>- Produce 3D animation video</li> <li>- 2 Characters must be included in the video</li> <li>- The company must build the Characters, <b>without using</b> online templets.</li> <li>- Ensure pre-production of the video and post production at the highest quality.</li> <li>- The technical offer must include previous 3D animation videos about the company work.</li> <li>- About the videos; REFORM will provide the company with the content to produce the video.</li> <li>- The company must provide the operations team with options for the video voice over to approve before recording</li> </ul>	3 mins		share and promote on social media platforms		<p>please provide us with separate price for the following:</p> <ul style="list-style-type: none"> <li>- 3 characters</li> <li>- 4 characters</li> <li>- 5 characters</li> </ul>

15	3D animation video	<ul style="list-style-type: none"> <li>- Produce 3D animation video</li> <li>- 2 Characters must be included in the video</li> <li>- The company must build the Characters, <b>without using</b> online templets.</li> <li>- Ensure pre-production of the video and post production at the highest quality.</li> <li>- The technical offer must include previous 3D animation videos about the company work.</li> <li>- About the videos; REFORM will provide the company with the content to produce the video.</li> <li>- The company must provide the operations team with options for the video voice over to approve before recording</li> </ul>	4 mins		share and promote on social media platforms		<p>please provide us with separate price for the following:</p> <ul style="list-style-type: none"> <li>- 3 characters</li> <li>- 4 characters</li> <li>- 5 characters</li> </ul>
16	2D animation video	<ul style="list-style-type: none"> <li>- Produce 2D animation video</li> <li>- 2 Characters must be included in the video</li> <li>- The company must build the Characters, <b>without using</b> online templets.</li> <li>- Ensure pre-production of the video and post production at the highest quality.</li> <li>- The technical offer must include previous 2D animation videos about the company work.</li> <li>- About the videos; REFORM will provide the company with the content to produce the video.</li> <li>- The company must provide the operations team with options for the video voice over to approve before recording</li> </ul>	2 mins		share and promote on social media platforms		<p>please provide us with separate price for the following:</p> <ul style="list-style-type: none"> <li>- 3 characters</li> <li>- 4 characters</li> <li>- 5 characters</li> </ul>

17	2D animation video	<ul style="list-style-type: none"> <li>- Produce 2D animation video</li> <li>- 2 Characters must be included in the video</li> <li>- The company must build the Characters, <b>without using</b> online templets.</li> <li>- Ensure pre-production of the video and post production at the highest quality.</li> <li>- The technical offer must include previous 2D animation videos about the company work.</li> <li>- About the videos; REFORM will provide the company with the content to produce the video.</li> <li>- The company must provide the operations team with options for the video voice over to approve before recording</li> </ul>	3 mins		share and promote on social media platforms			<p>please provide us with separate price for the following:</p> <ul style="list-style-type: none"> <li>- 3 characters</li> <li>- 4 characters</li> <li>- 5 characters</li> </ul>
18	2D animation video	<ul style="list-style-type: none"> <li>- Produce 2D animation video</li> <li>- 2 Characters must be included in the video</li> <li>- The company must build the Characters, <b>without using</b> online templets.</li> <li>- Ensure pre-production of the video and post production at the highest quality.</li> <li>- The technical offer must include previous 2D animation videos about the company work.</li> <li>- About the videos; REFORM will provide the company with the content to produce the video.</li> <li>- The company must provide the operations team with options for the video voice over to approve before recording</li> </ul>	4 mins		share and promote on social media platforms			<p>please provide us with separate price for the following:</p> <ul style="list-style-type: none"> <li>- 3 characters</li> <li>- 4 characters</li> <li>- 5 characters</li> </ul>

19	Trailer	<ul style="list-style-type: none"> <li>- Ability to shoot and montage the video to produce trailer.</li> <li>- Ability to use rashes to montage the video to produce trailer.</li> <li>- Ability to implement graphic design for high resolution videos.</li> <li>- Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- The company must have ability to work with REFORM's team to develop the shooting plan and implementation.</li> <li>- Ability to publish and promote the videos on social media.</li> </ul>	15-30 second	at least 3 different HD cameras to shoot indoor and outdoor, drone, and Madona mic	WB included Jerusalem governorate and Gaza  (cities or refugees)			
20	Social Media Frame	<ul style="list-style-type: none"> <li>- The ability to create a Facebook frame.</li> <li>- A frame that is suitable to all types and sizes of profile photos.</li> <li>- Create and suggest a Facebook frame that is suitable for the campaign's topic.</li> <li>- It is the company's responsibility to promote the Facebook frame.</li> </ul>			online			

21	Hashtag video	<ul style="list-style-type: none"> <li>- REFORM will provide the company with raw videos (every video is maximum 40 seconds). (the videos will be taken through the selfie camera via phones)</li> <li>- Create a frame for the video</li> <li>- Promote the videos</li> <li>- It is the companies responsibility to boost the videos through social media</li> <li>- It is the company's responsibility to create a frame for the video that is similar to the Facebook frame or the same style to show it is under the same initiative</li> </ul>	(40-60) second	18	Hashtag video			5 \$ boosting per video
22	Video shooting and montaging in the street	<ul style="list-style-type: none"> <li>- Video should be up to 7 minutes after montaging</li> <li>- Outdoor Shooting (in the streets)</li> <li>- Shooting must be via 1 Drone camera and 3 cameras on the street.</li> <li>- Montaging of the video is the company's responsibility</li> <li>- In case sound effects were needed, the company must include them in the video</li> <li>- Copy rights are reserved to REFORM</li> <li>- Shooting the whole scenario in order to come up with a 7 min video.</li> <li>- Translated subtitles should be included in the video by the company</li> <li>- The translation will be provided by REFORM</li> <li>- Ability to share and promote videos on social media platforms</li> <li>- Include the actors as audio in the video</li> </ul>	up to 7 mins	at least 3 different HD cameras to shoot indoor and outdoor, drone, and Madona mic. 15 wireless microphones are needed	WB included Jerusalem governorate and Gaza (cities or refugees)			



		<ul style="list-style-type: none"> <li>- the final video should be delivered through a USB</li> </ul>						
23	Flash Interview Video	<ul style="list-style-type: none"> <li>- shooting and montaging short interview</li> <li>- Ability to implement graphic design for high resolution videos.</li> <li>- Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- The company must have the ability to work with REFORM's team to develop the shooting plan and implementation.</li> <li>- Ability to publish and promote the videos on social media.</li> </ul>	(1-2) min for all types out of the raw footage. + trailer	at least 3 different HD cameras to shoot indoor and outdoor, drone, and Madona mic	WB including Jerusalem governorate and Gaza  (cities or refugee camps)			

24	Flash Interview Video	<ul style="list-style-type: none"> <li>- Montage short interviews that were done with the beneficiaries.</li> <li>- Ability to implement graphic design for high resolution videos.</li> <li>- Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- The company must have the ability to work with REFORM's team to develop the shooting plan and implementation.</li> <li>- Ability to publish and promote the videos on social media.</li> </ul>	(1-2) min for all types Out of the raw footage. + trailer	at least 3 different HD cameras to shoot indoor and outdoor, drone, and Madona mic	WB including Jerusalem governorate and Gaza  (cities or refugee camps)			
25	Flash Interview Video	<ul style="list-style-type: none"> <li>- Ability to implement Vox- Pop interviews in public space.</li> <li>- Ability to implement graphic design for high resolution videos.</li> <li>- Video editing (all-inclusive of editing, music, graphics, English subtitles, help with the directing of the videos).</li> <li>- The company must have ability to work with REFORM's team to develop the shooting plan and implementation.</li> <li>- Ability to publish and promote the videos on social media.</li> </ul>	(1-2) min for all types Out of the raw footage + trailer	at least 3 different HD cameras to shoot indoor and outdoor, drone, and Madona mic	WB including Jerusalem governorate and Gaza  (cities or refugee camps)			



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