

## Project Scope and Requirements

1. Can you provide more details on the specific activities and events to be documented?

Our filming for the Shamandora will be on 3 steps:

- 1) Rehearsal with the shamandora team ( You need to attend at least 1 day). This will be in a venue in Maadi
- 2) Recording the songs ( you need to attend also one day) it will be in Maadi.
- 3) Join the field tour to film the songs. This potentially will be in Fayoum, Qena and Aswan. We are planning to film 4-5 songs. Each is supposed to take max 2 days. You need to attend at least one day in each location to take footage.

1. Are there any specific themes or messages that need to be highlighted in the content? The content should highlight the project's impact on the volunteers, the impact of edutainment in raising awareness on reproductive health and GBV topics. In addition to documenting the how we are using music and songs differently and show the beautiful voices of the young people.

## Content Creation and Strategy

3. What are the key performance indicators (KPIs) for the social media strategy? it will be related to reaching young people with messages through songs and promoting shamandora so they can get more opportunities to grow in the market.
4. Are there any existing social media accounts or content that we should build upon? There are the UNFPA Egypt social media accounts.

## Technical Specifications

5. What are the technical requirements for the documentary film and short videos (e.g., resolution, format)? Video to be delivered in Full HD, MP4, subtitled in English and Arabic.
6. Are there any specific guidelines or standards we need to follow for filming and editing? Yes, they should adhere to the UNFPA official guidelines, to be shared by UNFPA.

## Stakeholder Involvement

7. Who are the key stakeholders involved in this project, and what are their roles?

The filming will be done through our partner Etijah and ZAD team

8. How will feedback and approvals be managed throughout the project?

It will be through UNFPA and we will coordinate with our partners.

9. Regarding the RFQ for “ Shamandora Filming” Promotion for the Shamndora Music Initiative Production through Documentary Film, Short Videos, Reels, Social Media Strategy, and TikTok, we have a few questions to help us finalize our financial proposal:

- Will we be responsible for managing any social media pages during the campaign? and for How long?

Yes, please include this in the proposal. We will start this year for one month only. But your proposal must include a comprehensive plan within at least one year. We will be considering extending based on the availability of fund and the successful implementation.

10. Are we expected to handle media buying on social media and other platforms for the Initiative?

No, just please propose and put your recommendation the proposal and if approved we will secure this directly paid through us.

11. How many videos/reels you will need for social media in total?

Documentary film the Shamndora Music Initiative's activities through a high-quality documentary film (10-15 minutes)

Create at least 15 short videos, TikTok clips, and reels (1-3 minutes each) to be used on social media platforms such as Instagram, Facebook, and TikTok.

12. What is the anticipated total number of shooting days for Shamndora Documentary?

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During these visits you can interview the trainers and the volunteers.

In addition to at least 3 visits to three different governorates documenting real Shamandora session with the community for the documentary film. This could be: Damietta, Sohag, Fayoum- tentatively

13. Will we be managing the location for filming, or will the filming take place at different places?

please see the previous question. Our partner Etijah will be leading the filming of the songs. Your role is mainly what is needed for promotion.

14. Which cities are we documenting Shamandora Initiative?

answered above

15. Where will the Shamandora songs be filmed? (e.g., in a studio, on-location, city etc.)

as above: two sites: one in a venue in Maadi (not studio for technical reasons) and the rest will be in open areas.

16. How many days will we be covering the filming of Shamandora songs?

please see above

17. Are there any specific graphics, animations, or visual effects that need to be included?

We need creative proposals that we can discuss.

18. Are there any additional services you're interested in, such as photography, graphic design or others?

In general we are open for creative ideas and plans. Please also consider to propose what you see convenient to help us reach our objectives, i.e. if you think you need more visits than what stated above please include and explain the rationale.

19. Does the **2-month** schedule include planning, Documentary, video production, and social media implementation, or is it just for planning, documentary, and videos, **with social media execution scheduled separately**?

Given the short time, you can propose a plan for the social media to kick off in December and our team will follow it later next year.

20. What is the **exact duration of the social media execution** phase?

We will target one month this year.

21. Our **specific role during the social media execution** (Accounts creation, Calendar, and Posting plan)?

22.

Yes, please include this in your proposal, meanwhile we are getting our internal approval if this is possible

23. Are we responsible for the project **logo design, branding, and other social media graphic design** for posts, cover photo along with the scheduled videos?

Yes, please include. The plan is we need a full social media plan with the content, designs and anything related.

24. Are we responsible for **media buying** on digital platforms?

- If so, will the **budget be paid** through our agency or UNFPA?

No, just please propose and put your recommendation in the proposal and if approved we will secure this directly.

- Also, Can you provide the **objectives and pre-determined budget**, if available?

Please propose

25. **Page 13:** (2. Documentary film & 3. Filming Shamandora songs)

What we understand these are 2 different items with different shooting days not the same...is this correct?

- For the **Documentary film** clarify the following;

- **Volunteers training sessions**

Governorates, no. of locations per each governorate, no. of shooting days

- **Community engagement events**

Governorates, no. of locations per each governorate, no. of shooting days

- **Musical performances**

Governorates, no. of locations per each governorate, no. of shooting days, shooting includes theatre & studios

- **Interviews with participants and stakeholders**

Governorates, no. of locations per each governorate, no. of shooting days

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During these visits you can interview the trainers and the volunteers.

26. For filming Shamandora songs

- Videos of the making of Shamandora, interviews, performances, testimonials, and behind-the-scenes footage

Governorates, no. of locations per each governorate, no. of shooting days, shooting includes (theatre, studios, and other locations)

- **Page 1:** (Creating captivating video content for these platforms along with other creative ideas the candidate will propose)

Does this mean that we are allowed to suggest other creative implementation ideas, along with the required project deliverables?

Yes, exactly, we need creative ideas. please see the links shared in the TOR. The video clips and the stage filming are the only ways used so far to present the shamandora.

27. For the **payment terms**: the invoice to be delivered after project completion, or with the delivery of each milestone?

It can be divided into different milestones.

**28. Page 13:** (2. Documentary film & 3. Filming Shamandora songs)

1. What we understand these are 2 different items with different shooting days not the same...is this correct?

Correct.

But the footage from the filming can be included in the documentary if you see it will be nice.

2. If they are different days: please clarify the number of shooting days for each item?

Let me split them better:

**A) Our filming for the Shamandora will be on 3 steps:**

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During these visits you can interview the trainers and the volunteers.

### **B) Shamandora Documentary:**

In addition to at least 3 visits to three different governorates documenting real Shamandora sessions with the community for the documentary film. This could be: Damietta, Sohag, Fayoum- tentatively.  
During this visit you can interview beneficiaries and shamandora volunteers as well.

And you might see useful to do interviews with partners here in Cairo as well.

3. If they are the same days, then the total to be 5 shooting days (1 Rehearsal day at Maadi, 1 Recording day at Maaadi, and 3 shooting days each on different governorate)?

I detailed it above