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## Preparing a Film about the Activities of Qudsi Project

In line with the collaborative agreement between the United Nations Human Settlements Programme (UN-Habitat) and The Welfare Association (Taawon), OCRP is actively involved in implementing the Quality Urban Development for Sustainable Interventions – Rehabilitation for Revitalization (QUDSI-R4R) Project within the next two years which is funded by the European Union and managed by UN-Habitat. This initiative aims to enhance living standards and bolster resilience in Palestinian communities, with a particular focus on the Old City of Jerusalem.

### Terms Of Reference

#### Introduction

##### **Taawon:**

It is an independent, non-profit organization registered in Geneva, Switzerland, and registered as a branch in Palestine. It was established in 1983 by a group of Palestinian and Arab personalities and thinkers as an independent charitable development organization with no political, partisan, or sectarian affiliations. It aims to develop the capabilities of the Palestinian people, preserve their heritage and identity, support their living culture, and build civil society. This is achieved through the systematic identification of the needs and priorities of the Palestinian people and working to find the proper mechanisms to make the most of the available funding sources. Taawon renews its mission by continuing to implement development and relief projects to provide developmental and humanitarian assistance to Palestinians in the West Bank, including Jerusalem, the Gaza Strip, the 1948 areas, and Palestinian communities in Lebanon within four main programs: Education, Community development including economic empowerment and orphan care, Culture, and the Rehabilitation of Old City's. This is done by increasing interaction with the Palestinian public and deepening partnerships with supporters and national institutions. [\[www.Taawon.org\]](http://www.Taawon.org)(<http://www.Taawon.org>).

##### **OCRP:**

The Old Cities Revitalization Program (OCRP) was established by the Welfare Association in 1994 to achieve sustainable development and renewal of Jerusalem's much-neglected Old City through the restoration of historic buildings in parallel to data collection and analysis. This culminated in 2002 with the publication of the Master Plan for the Revitalization of the Old City of Jerusalem, the first of its kind at that time. In 2004, the program was awarded the

prestigious Agha Khan Award for Architecture for its work in the old city of Jerusalem, and in 2022 was Awarded the ICCROM-Sharjah Award for Good Practices in Cultural Heritage Conservation and Management in the Arab Region.

Over the years, OCRP has evolved to encompass four primary components, each operating synergistically to ensure a holistic approach to revitalization:

- Restoration and Rehabilitation
- Documentation and Information
- Community Engagement
- Training

#### **About the Project:**

The Old Cities Revitalization Program (OCRP) at the Welfare Association is implementing multiple activities within (QUDSI-R4R) Project within the next two years. These activities include Rehabilitation, Training, Capacity Building, Documentation, and Community Awareness activities targeting business owners, service providers, students at Jerusalem schools and their surroundings, local and international tourist, as well residents of the Old City in general, and the beneficiaries of the Qudsi project in particular.

#### **Objective:**

The film aims to show the importance of the project and its role in preserving the historical and cultural heritage of nine (9) historical locations, as well as the social impact of the project on the various target groups and the distinctive aspects of the project.

The film should reflect the four direct components included in the project, as well as two indirect components, which are as follows:

- Internal and Direct Activities
  - Restoration and Rehabilitation of historical buildings in accordance with their historical, social, and functional significance.
  - Community awareness and participation activities for Student and the residents of the area, particularly the Old City of Jerusalem and its surroundings.
  - Training and capacity building activities for engineers, interested parties, and workers.
  - Documentation and preparation of studies about the project area and the Old City of Jerusalem in general.

- External and In-direct Activities
  - Business Development and Economic Empowerment related capacity buildings and activities.
  - Social Empowerment and Community networking related capacity buildings and activities.

**Therefore, Taawon aims to create a film documenting the implementation and outcomes of the project from start to finish.**

**Scope Of Work:**

- Review the data and information related to the project, which will be provided by the OCRP.
- Prepare the scenario by the production company and submit it to the Welfare Association for approval or request for modifications.
- Create a storyboard after the scenario is approved.
- Conduct field visits to sites before starting filming.
- Provide a filming schedule after coordinating with all parties related to the project.
- Film videos of several buildings and historical sites included in the project and take general shots of the Old City.
- Provide complimentary schedule of high-resolution photographs that will be documented through-out the filming, with emphases but not limited to pre-during-post photos of the rehabilitated sites, awareness activities.
- Conduct several film interviews with partners and beneficiary individuals and entities identified by OCRP.
- Regarding training, several courses were held via the Zoom platform as well as in-person. Review the data, information, recordings, and photos related to training and capacity building available at the OCRP, which are to be developed and updated.
- Focus on the success stories achieved by the project's interventions. Reflect the beneficiaries' perspectives and the impact of the project on their daily lives, especially on the social level.
- Coordinate With OCRP and Related Firm /Association/Consultant to Document and **Film Awareness activities, Rehabilitation Work, and Prepare visual historical documentation.** This documentation work will specifically include:

1. **Production of a short film** (3–5 minutes) focusing on community activity awareness.
2. **Production of nine visual historical publications** (each 3–5 minutes in duration) in coordination with a historical consultant. The consultant will present the history of each of the nine locations in the respective publication. This process will include obtaining video shots of each location and filming the expert while he is speaking.

**Working Area:**

- Old City of Jerusalem

**Deliverables**

The following high-quality deliverables are required:

**A. Main Project Film and Promotional Material**

- Main Documentary Film: Produce a high-quality 4K video film (12–14 minutes) about the overall project, presented in a creative and artistic manner that clearly reflects the project objectives.
- **(Note on Structure:**

The film's duration is structured as follows:

- Coverage of the nine rehabilitation sites (approximately 1 minute each, totaling 9 minutes)
- Introduction and closure (approximately 1 minute)
- Expert and stakeholder interviews (approximately 1 minute)
- Dedicated segments highlighting training and capacity building initiatives (approximately 1 minute)
- Dedicated segments showcasing business development and economic empowerment activities (approximately 1 minute)

This arrangement ensures a comprehensive presentation of the QUDSI-R4R Project's multifaceted impact, with a total duration of approximately 13 minutes

- Promotional Teaser: Produce a short promotional teaser for the main film (lasting no more than 2 minutes).

**B. Specific Activity Documentation**

- Awareness Activities Film: Produce a high-quality 4K video film (3–5 minutes) specifically documenting the awareness activities implemented within the project scope.

**C. Historical Publications Series**

- Nine Historical Visual Publications: Produce nine separate high-quality visual documentation segments (each 3–5 minutes in duration), suitable for publication and exhibition. These publications should focus on the history of the nine locations and include the on-camera contribution of a historical consultant/speaker.

## **D. Post-Production Standards and Deliverables**

- **Audio Production:** Ensure all final video products (films and publications) include professional voice-over for the speaker and suitable background music.
- **Raw Material Delivery:** Deliver all raw footage and source files used in the films upon submission of the final versions.
- **Photography:** Deliver high-resolution project photos according to the pre-agreed upon content and schedule

### **Conditions for Submission:**

- The Company submitting the price offer must be specialized and officially registered, with experience in the field of media documentation.
- Have the technical and financial capability to carry out this task professionally.
- Have official invoices and receipts.
- The prices submitted by the bidder for all items in the price table are considered the full and inclusive value with tax for completing the required work.
- The bidder must provide all technical needs (digital cameras, video cameras, design software, human crews, recording studios, or any other necessary supplies) to execute the work in a professional manner.
- Taawon will select the best offers from both technical and financial offers and is not obligated to accept the lowest prices without giving reasons.
- The successful bidder must submit an official invoice including the name of the institution, the name of the project, and the name of the donor.
- Taawon reserves the right to reissue or cancel the tender at its discretion, without the obligation to provide reasons, and participating companies shall have no grounds to object to such decisions.
- The prices submitted must be in US dollars, inclusive of tax.
- **The bidder must attach a copy of:**
  - the company Registration Certificate
  - Power of Attorney.
- The bidder must provide all logistical needs necessary to complete the work, such as transportation and support equipment.

### **Special Condition:**

- Obtain Official Approval from individuals before filming (**signed Form**), not exploiting individuals and children.
- Avoid political, religious, and other symbols and logos.
- Come up with creative, innovative, and new ideas.

- Avoid negativity (showing negative places and scenes) and reflecting a positive image.
- Obtain official approval from Taawon before releasing the final product (the film) and accordingly accept and make modifications as deemed appropriate by Taawon
- All outputs are the exclusive property of UN-Habitat and Taawon, and no person or entity has the right to use these images and video raw material or final products in any way whatsoever without proper written consent from both.

**Technical Offer: -**

**The bidder must** submit the following:

- The company's CV.
- The initial/general script (the full script will be developed with the winning applicant).
- The initial/general storyboard script (the full script will be developed with the winning applicant).
- A detailed work plan that includes the equipment and tools used, the methodology, and the implementation techniques.
- The company's experience in the same field.
- The experience of the team and the CVs of the proposed team members.
- Team Members should Holdi Jerusalem ID or Have Legal permission to enter Jerusalem . **Please clearly list the names of all team members and provide supporting documents to showcase their ability/permission to enter Jerusalem.**
- Three samples of previous work, including scenarios, videos and photographs.
- The proposed team must have the following staff (Producer, Cinematographer, Camera Operator, Photographer, Graphic Designer, Editor, Sound Technician, Light Technician, Makeup Artist, Story Writer, 2D and 3D Animator, Color Correction Specialist, Translator) with experience in various filming techniques: Stop Motion Photography, Time Lapse.

**Note:** Related roles may be combined where the proposed individual(s) possess the necessary qualifications and experience; for example, one person may serve as Cinematographer, Camera Operator, and Photographer. Any such combinations must be clearly indicated in the proposal document, and the bidding entity shall remain fully liable for the performance and quality of all combined roles and deliverables.

### **Criteria for Evaluating the Technical Proposal:**

<b>Technical Evaluation</b>	<b>Weight</b>
Initial Script	10 points
Initial Storyboard	10 points
Sample Images	15 points
Experience and team	15 points
Methodology, Plan, and Equipment	20 points
Evaluation of Previous Work Samples (Film Samples, Story Structure, Technical and Creative Aspects, Filming Style and Quality)	30 points
<b>Total Technical Evaluation</b>	<b>100 points</b>

**Financial offers will be opened after achieving a 70% success rate.**

### **Financial Offers**

- Financial Offers must be in USD, including VAT, must be submitted, considering all the requirements and outputs required with high quality and all foreseeable and unforeseeable expenses, which will be paid only to the winning company. According to the table below:
- Submission of a bid bond worth 5% of the financial offers.
- Submission of a valid source deduction certificate.

<b>Description</b>	<b>Total Price in USD</b>
Film (average 10 days of filming) <sup>1</sup>	
Awareness activities (average 5 days of filming)	
9- Historical visual documentation	
Photos (average 250 photos)	

<sup>1</sup> A workday is defined as 8 total hours, regardless of whether those hours are worked consecutively or in separate period

### **Submission of Offers**

Offers must be submitted in a sealed envelope containing two internal envelopes:

- An envelope for the financial offer labeled: "Financial Offer - Film Project for Qudsi Project Activities."
- An envelope for the technical offer labelled: "Technical Offer - Film Project for Qudsi Project Activities."
- Both internal envelopes must be closed and sealed. All pages in both offers must be signed and stamped.

### **Deadline for Submitting Price Offers**

The deadline for submitting offers is 01/02/2026 on Sunday at the offices of the Taawon (welfare Association) located in Ramallah – Al-Masyoun - Al-Nahda Square - Canada Street, no later than 13:00Pm

For any inquiries, you can send them via email to [waocjrp@taawon.org] (<mailto:waocjrp@taawon.org>) by 25/01/2026, and your inquiries will be answered via the same email on 29/01/2026