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**Film Series: Ten Stories for Ten Years**

**Invitation to Quote / Creative Brief**

**September 2018**

**Overview**

The Scottish Human Rights Commission invites quotations for the creation of a series of digital films to mark its tenth anniversary of promoting and protecting human rights for everyone in Scotland.

We are looking for a creative, professional filmmaker/producer who can work with us over October and November to develop ten short digital films (60 – 90 seconds each). Each film will tell the story of a specific aspect of the Commission’s impact through the voice/perspective of an individual or organisation who has engaged with or been affected by our work.

We are also looking for a longer film to be produced (3 – 5 minutes). This will combine key soundbites and highlights from the ten short films with appropriate captions, graphics and voiceover to convey a broader narrative about progress on human rights in Scotland over the last decade, and the Commission’s role within that.

The short films will be released on social media over ten days in the run-up to Human Rights Day on 10 December 2018. The longer film will be shown at an evening reception at the Scottish Parliament on 10 December 2018.

See [www.scottishhumanrights.com](http://www.scottishhumanrights.com) for an overview of the Commission’s remit, role and work, including our Annual Reports and Strategic Plan.

**Aims**

The films are intended to:

* tell the story of the last ten years of progress in realising human rights in Scotland, and the Commission’s role in that, featuring a selection of ten key achievements and areas of progress;
* articulate this story through the eyes / voice / testimony of a range of our external stakeholders including people whose rights have been affected in practice, civil society organisations and public authorities with duties to protect rights; and
* bring human rights to life for viewers, and the role of the Commission in helping realise them.

**Audience**

The films need to be accessible to a wide range of audiences including:

* people in the general population who have relatively limited understanding and awareness of human rights;
* civil society organisations and campaigners who represent people affected by human rights issues;
* people working in public bodies with duties and responsibilities to protect human rights; and
* members of the Scottish Government and Scottish Parliament, and their officials.

**Content**

**Each short film should contain:**

* Video footage of stakeholder speaking about their specific human rights issue or experience
* Engaging graphics and captions to frame the story and maximise impact on social media

**The longer film should contain:**

* Edited clips from some or all of the ten short films
* Engaging graphics and captions to frame the narrative
* Short voiceover narration to introduce and conclude the film

**Visuals and production**

The short films could be filmed in an arty informal style or down-the-lens for digital platforms. They could be gathered as self-contained clips with minimum editing with more production to get short clips\quotes.

The films will require post-production including social media captioning and some graphics so they are ready to go live.

**How will the films be used?**

The ten short films will run on the Commission’s website, Youtube and our social media accounts in the ten days before Human Rights Day on 10 December 2018. Social media platforms will include: Facebook, Instagram and Twitter.

The longer film be screened at our tenth anniversary reception on 10 December 2018 at the Scottish Parliament.

**Contributors, script, captions and hashtags**

The Commission will provide:

* Identified contributors with all necessary contact details, filming permissions and details of availability for filming
* Draft content for any narrative required for longer film
* Suggested themes/key words/hashtags for graphics and captions

**Technical delivery**

* Content should be delivered in correct digital format for easy upload online.
* Subtitled versions of each film should be provided.
* The Commission will also require BSL versions of each film to be produced. We can arrange this ourselves but please advise in your proposal if you intend to deliver this for us, and include the costs of that in your proposal.
* Both rushes and the final edits should be shared with the Commission so they can be stored for future use.
* Digital audio recordings of each stakeholder should also be provided.

**Timescales**

midday 19 Sep: deadline for filming quotes

21 Sep: contractor appointed

24 Sep: kick off meeting (in person or Skype)

5 Nov: first cut of digital short available for review

19 Nov: final films delivered

1 Dec: first film published

**How to quote**

Please submit a short written proposal, outlining:

* The creative approach you would take to this digital project
* Your previous relevant experience and links to one or two relevant projects from your portfolio
* Estimate of total costs with a breakdown of each component

Please submit your quote to our Media and Communications Officer, Judy Fladmark by email to [judy.fladmark@scottishhumanrights.com](mailto:judy.fladmark@scottishhumanrights.com) by midday on **17 September 2018.** Please also direct any questions to Judy on this email address or call 0131 244 3550.