

AFRICAN UNION

الاتحاد الأفريقي



UNION AFRICAINE

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AFRICAN UNION

REQUEST FOR PROPOSALS

**DEVELOPMENT/PRODUCTION OF VIDEO DOCUMENTARY ON
MULTILATERAL ENVIRONMENT AGREEMENTS (MEAs) PROJECT**

Procurement No: 17/REA/11

LETTER OF INVITATION

The African Union Commission has received funds towards the cost of development/production of video documentary on Multilateral Environment Agreements (MEA's) project and intends to apply a portion of this funding to eligible payments under this Contract, reference number **17/REA/11**.

The African Union Commission now invites proposals to provide the following consulting services: *Development/production of video documentary on Multilateral Environment Agreements (MEA's) project*. More details on the services are provided in the attached Terms of Reference.

You are required to submit a **TECHNICAL** and **FINANCIAL** proposal in the format attached:(see annex B) Technical and financial should be in two separate envelopes, enclosed in one **OUTER** envelope.

Proposals must be sealed and clearly marked with the Title of the assignment and should be valid for 60 days. Please do not submit proposals by email. The address for submission is:

**The Chairperson, Tender Board
The African Union Commission;
Roosevelt Street, 2nd Floor, Building C
Room Number; 236
P. O. Box 3243; Addis Ababa, Ethiopia**

The deadline for Submission of proposals is 9th May 2011 at 16:30hrs local time.

Clarifications should be addressed to: e-mail: negokhet@africa-union.org. The telephone number is (+251) 11 5517700, Ext 171, Fax number: +251-115-51 04 42

TERMS OF REFERENCE

TERMS OF REFERENCE FOR DEVELOPMENT/PRODUCTION OF VIDEO DOCUMENTARY ON MULTILATERAL ENVIRONMENT AGREEMENTS (MEAs) PROJECT

i) Background and Context

The Multilateral Environment Agreements Project is part of the European Commission Programme for Capacity Building related to the implementation of Multilateral Environmental Agreements (MEAs) in the African, Caribbean and Pacific (ACP) countries.

The overall objective is to strengthen and enhance the endogenous capacity of African ACP countries to effectively implement and comply with MEAs and related commitments.

The specific objective is to strengthen the capacities of the Commission of the African Union and the Regional Economic Communities and to enhance the capacities of African ACP countries to effectively implement their obligations and commitments under global and regional environmental agreements. This will be done in a coordinated and comprehensive manner by focusing on the enhancement of negotiating capacity, lobbying skills, legislative drafting, and information dissemination and exchange.

The main activities for the project include: human resource development; public education and awareness raising; institutional strengthening and improvement of coordination; support to the development of information systems and related environmental assessments; promotion of south-south cooperation and sharing of relevant experiences including with other regional hubs; and promotion of and support to the effective integration into national policies and laws of environmental concerns addressed in MEAs.

The project targets 48 African ACP countries. The target beneficiaries are primarily Government officials, in particular those working in Ministries of Environment, Planning, Energy, Water, Agriculture, Forestry, Mining, Foreign Affairs and other relevant ministries, as well as officials in local government authorities, national stakeholders such as civil society organizations and private sector companies.

The achievement of the objectives of global environmental conventions by the African countries largely depends on the extent to which their general public is aware of the conventions and their respective national obligations. Most global environmental conventions recognize the importance of educating the public and increasing public awareness in the conventions. Public education and awareness considerations are integrated into many environmental agreements, but need to be implemented.

ii) Purpose/objective of the Assignment

Overall objective

The overall objective of the two 15 minute VIDEOS (one for the general public and another for officials) is to improve public awareness and officials on the main Multilateral Environment agreements (MEAs) and therefore their domestication which will lead to buy-in to and implementation of the Agreements by MEA partners and key stakeholders to the Agreements in their implementation through access to information.

Specific objective

The specific objectives of this video will be to undertake sensitization campaigns on the environment of the general public and officials and utility of MEAs and to broadcast the video voice over on national radio and to televise it at national television stations in African ACP countries.

iii) Target group/audience

MEAs Partners and key stakeholders such as the public including; officials (parliamentarians, Members of Government, Scientists, Youth and NGOs).

iv) Mission and tasks of the Consultant

Mission

The mission of the consultant is to conceive and develop two videos on MEAs, in **English and French**, aimed at raising the general public and officials' awareness and more specifically raising Support for the project through information, to allow domestication of the project activities for a better MEAs implementation, and with a view of ensuring the sustainability of the project.

Tasks

Under the supervision of the MEAs Project Coordinators, the tasks of the consultant are the following:

1. Undertake discussions with the Department of Rural Economy and Agriculture so as to fully understand the MEAs. This will help him/ her to write a good script, given the objectives
2. Visit and record in at least one ACP African country to be identified.
3. Review documents on MEAs (project document, action plans, flyers, webpage, etc);
4. Prioritize material for the video with the MEA Project Coordinator(s)
5. Develop a draft script of the VIDEO for consideration
6. Finalize the script after inputs from the DREA
7. Develop storyboard for approval
8. Produce first draft of the video and present it for comment
9. Incorporate comments and present final draft

10. Translate video into second AU language (either French or English depending on the language of original film)
11. Design a cover of the VIDEO/CD taking into account the coverage area and the character and the nature of MEAs project and activities ;
12. Produce master copies of the video in HD and DVD, in each of the languages and make 5 copies of each for use by the DREA. These should come in their approved covers
13. Produce copies of the Video in formats appropriate to identified distribution channels, within the constraints of the project budget available.
14. Present all original footage, photography, interviews, video covers used in the video making process to the DREA
15. Advise on the best distribution channels to reach target audiences

The videos will be developed in one of the 48 ACP AUC member states. ACP MEAs project will provide to the consultant with the relevant information on the project. The consultant will be required to travel to Addis Ababa for interviews with the project staff and other project partners.

v. Expected results/output

- i. Two video documentaries, each 15 minutes, one targeting the general public, the other targeting Officials.
- ii. Master copies of videos in HD and DVD format in each of the languages and in their covers
- iii. Ten copies of the video in the two formats and the two languages in their approved covers
- iv. 100 DVDs of the video are produced, multiplied and disseminated for broadcasting on national radios and TVs;
- v. Public is aware of the importance on MEAs and actively participate in their implementation and MEAs activities are sustained.

vi. Qualifications

- I. The consultant should have a degree or minimum a certificate in film production.
- II. S/he should be a specialist in communication with extensive knowledge in capacity building and awareness supports designing and development.
- III. S/he should have proven knowledge in the VIDEOS production.
- IV. He/she should preferably have working experience with either international or regional organizations and familiar with communication and film production
- V. He/ she should provide evidence of having produced other information/ promotional videos before.
- VI. The consultant must have good designing skills and must be fluent in English or in French.
- VII. The consultant must submit a methodology and work plan for the assignment as indicated in the Technical Submission format.

vii. Remuneration

The fees for the consultancy are negotiable based on the time and outputs required to deliver on this project.

Viii) Evaluation of Proposals

The evaluation criteria of proposals will be based on those that meet the above qualifications in (vi) above. The pass mark for a proposal to be considered for further financial evaluation will be 70 points.

ix) Duration of assignment

The Period of consultancy shall not exceed 3 months.

x) Language Requirement

Since the video will be in French and English, excellent knowledge of French or English is required. Knowledge of both languages is an added advantage.

xi) Supervision and Reporting

The Institute will report to the MEAs Project Coordinator.

xii) Duty Station and Working Environment

The Consultant will work from his/her country and will be required to visit the AUC headquarters at least twice during the course of the assignment for discussion and consolidation of the outputs.

Annex B

Technical Proposal - Standard Forms

- A. Technical Proposal submission form.
- B. References.
- C. Comments and suggestions of consultants on the Terms of Reference and on data, services, and facilities to be provided by the Client.
- D. Description of the methodology and work plan for performing the assignment.
- E. Format of curriculum vitae (CV)

A. TECHNICAL PROPOSAL SUBMISSION FORM

{*Location, Date*}

To: {*Name and address of Client*}

Sir / Madam:

We, the undersigned, offer to provide the consulting services for {*Title of consulting services and Procurement Number*} in accordance with your Request for Proposals dated {*Date*} and our Proposal. We are hereby submitting our technical Proposal,

If negotiations are held during the period of validity of the Proposal, i.e., before {*Date*} we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorised Signature:
Name and Title of Signatory:
Name of Firm:
Address:

B. REFERENCES

Relevant Services Carried Out in the Last Five Years That Best Illustrate Qualifications

Using the format below, provide information on each assignment for which your firm/entity, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

Assignment Name:		Country:
Location within Country:		Professional Staff Provided by Your Firm/Entity(profiles):
Name of Client:		No. of Staff:
Address:		No. of Staff-Months; Duration of Assignment:
Start Date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (in Current US\$):
Name of Associated Consultants, If Any:		No. of Months of Professional Staff Provided by associated Consultants:
Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved and Functions Performed:		
Narrative Description of Project:		
Description of Actual Services Provided by Your Staff:		

Firm's Name: _____

**C. COMMENTS AND SUGGESTIONS OF CONSULTANTS ON THE TERMS OF
REFERENCE AND ON DATA, SERVICES, AND FACILITIES TO BE PROVIDED BY
THE CLIENT**

On the Terms of Reference:

- 1.
- 2.
- 3.
- 4.
- 5.

On the data, services, and facilities to be provided by the Client:

- 1.
- 2.
- 3.
- 4.
- 5.

D. DESCRIPTION OF THE METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT

F. FORMAT OF CURRICULUM VITAE (CV)

Proposed Position: _____

Name of Firm: _____

Name of Staff: _____

Profession: _____

Date of Birth: _____

Years with Firm/Entity: _____ Nationality: _____

Membership in Professional Societies: _____

Detailed Tasks Assigned: _____

Key Qualifications:

{Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use about half a page.}

Education:

{Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.}

Languages:

{For each language indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.}

FINANCIAL PROPOSAL SUBMISSION FORM

Section 5. Financial Proposal - Standard Forms

- 5A. Financial Proposal submission form.
- 5B. Summary of costs.
- 5C. Breakdown of price per activity.
- 5D. Reimbursable per activity.
- 5E. Miscellaneous expenses.

5A. FINANCIAL PROPOSAL SUBMISSION FORM

{Date}

To: {Name and address of Client}

Sir / Madam:

We, the undersigned, offer to provide the consulting services for {Title of consulting services and Procurement Number} in accordance with your Request for Proposals dated {Date} and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of {Amount in words and figures}. This amount is exclusive of the local taxes which shall be identified during negotiations and shall be added to the above amount.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e., {Date}.

Commissions and gratuities, if any, paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address of Agents	Amount and Currency	Purpose of Commission or Gratuity
_____	_____	_____
_____	_____	_____
_____	_____	_____

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorised Signature:
Name and Title of Signatory:
Name of Firm:
Address:

5B. SUMMARY OF COSTS

Cost Elements	Currency(ies) ¹	Amount(s)
Total Amount of Financial Proposal		<hr/>

¹ Maximum of three currencies in addition to the Currency of the Country specified for performance of the Services.

5C. BREAKDOWN OF PRICE PER ACTIVITY

Activity No.: _____

Description: _____

Price Component	Currency(ies)	Amount(s)
Remuneration		
Reimbursables		
Miscellaneous Expenses		
Subtotal		_____

5D. REIMBURSABLE PER ACTIVITY

Activity No: _____

Name of Activity: _____

Item No.	Description	Unit	Quantity	Currency	Unit Price	Total Amount
1.	International flights	Trip				
2.	Miscellaneous travel expenses	Trip				
3.	Subsistence allowance	Day				
4.	Local transportation costs ²					
5.	Office rent/accommodation/ clerical assistance					
	Grand Total					_____

² Local transportation costs are not included if local transportation is being made available by the Client. Similarly, in the project site, office rent/accommodations/clerical assistance costs are not to be included if being made available by the Client.

5E. MISCELLANEOUS EXPENSES

Activity No. _____

Activity Name: _____

Item No.	Description	Unit	Quantity	Currency	Unit Price	Total Amount
1.	Communication costs between _____ and _____					
2.	Drafting, reproduction of reports					
3.	Equipment: vehicles, computers, photocopiers, etc.					
4.	Software					
5.	Other (specify)					
	Grand Total					_____

