

**TERMS OF REFERENCE:**

**CONSULTANCY SERVICES FOR MULTIMEDIA CONTENT DEVELOPMENT
AND VIDEO DOCUMENTARIES ON FLAGSHIPS PROJECTS
ADMINISTRATION AND HUMAN RESOURCES MANAGEMENT
DIRECTORATE.**

Reference: ET-AUC-175145-CS-INDV

AF Support for the Capacity Development of AUC and other AU organs: P166316

1.0. BACKGROUND

Under the Support for the Capacity Development Project, the African Union Commission is focusing to strengthen the Commission's capacity to facilitate socio-economic development results and transformation through enhanced institutional efficiency. This will be achieved by enhancing the AUC's internal human resources and management systems, and supporting result-oriented external partnerships and collective actions designed to enhance the implementation of regional economic development initiatives in priority areas (e.g. regional trade, energy, infrastructure, governance, natural resource management) for the benefit of African Union Member States, the Regional Economic Communities (RECs) and African citizens.

As part of the Additional Financing (AF) that complement the initial parent project (**P126848**) implemented in 2014-2018, the AF objective is to strengthen AUC's capacity to facilitate regional integration results and transformation through enhanced institutional efficiency under two components:

Component 1: Strengthening Institutional Capacity

The aim of this component is to further strengthen and consolidate the systems that underpin the AU reform agenda by providing scale-up support to improve (i) strategic realignment; (ii) planning and management systems; (iii) budget execution and procurement; (iv) ICT; and (v) reinforce staff capacity. Through these various actions, the component will provide efficient functional knowledge, corporate services, and improved accounting and reporting within the AUC, the NEPAD Planning and Coordination Agency and other AU organs, AU Specialized Agencies and Representational Offices, as well as improving AU visibility.

Component 2: Facilitating Regional Integration Results with Stakeholders.

The second component aims to leverage the AUC's unique convening role and to support results-oriented external partnerships and collective actions designed to enhance the implementation of key regional economic development initiatives. This would be largely achieved by "leveraging" the AUC's convening role to advance priority economic integration programs through consensus

building, policy harmonization, and advocacy in collaboration with RECs and other stakeholders; “positioning” of the AU globally for the voice and agency, through partnerships and representation in multinational institutions and global fora and diaspora engagement; and “connecting” the AU to its citizens especially women, youth as well as to civil society more broadly.

Project Beneficiaries: The Project beneficiaries include the AUC and other AU Organs. Support for capacity development is expected to improve the beneficiaries’ organizational performance and their ability to facilitate collective action in priority economic development areas (e.g. regional trade, agriculture, energy, infrastructure, governance, natural resource management) for the direct benefit of AU member states and RECs. The project is also expected to indirectly benefit public and private entities and citizens, civil society and Diaspora groups in general in Africa. An improved and effective AUC would also benefit the development partners and other entities engaged in peace building and economic development programs in the region and beyond. Attention to strategic priorities would also benefit women, youth and vulnerable groups in society through better information on policies and programs.

The vision of the African Union is that of "**An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the global arena**". This vision of a new, forward-looking, dynamic and integrated Africa will only be realised through the involvement, commitment and full participation of African Citizens in the transformation of the continent. The involvement of African Citizens calls for the African Union to strive and live up to its ambition of being a **People-centred Union** through active communication and branding of the programmes of the African Union. Its Headquarters is located at Addis Ababa, capital city of Ethiopia.

In seeking to achieve these objectives, the African Union intends to strengthen its capacity to deliver, by amongst others, the implementation of its organization structure and supporting the organization with required experts, experts and staff to support the achievement of its mandate. The Commission of the African Union invites applicants who are citizens of Member States for the Multimedia individual consultant within the Administration and Human Resources Management Directorate.

2.0. OBJECTIVE OF THE ASSIGNMENT

The objective of the assignment is a support to the internal communication function by developing multimedia content for popularizing African Union regional integration programs as well as key programs of the Commission.

3.0. SCOPE OF THE ASSIGNMENT

Within the context of the above observations, the scope of this assignment will be achieved in delivering in six videos documentaries on various AU programs. The videos will be conceptualized, recorded, edited (including soundtrack track inclusions, voice over and subtitles) and finalized in English (with subtitles from a second language). Under the direct supervision of the Project Coordinator, the Consultant will perform the various actions to develop and produce the required deliverables:

- Consult with stakeholders from production to post-production process;
- Take a brief to grasp the production team’s needs and specifications;

- Record the videos and audio required for the video documentaries;
- Review shooting script and raw material to create a shot decision list based on scenes' value and contribution to continuity;
- Trim footage segments and assemble the sequence of the film;
- Input subtitles, music, dialogues, graphics and effects;
- Create rough and final cuts;
- Ensure logical sequencing and smooth running.

4.0. DELIVERABLES

Timeline	Deliverables
1 st Short movie	<ul style="list-style-type: none"> • Theme: Support for the Capacity Development Project • Story board proposal of video1 • Video recording, editing and publishing • Duration: 10 to 15 minutes in English with subtitles
2 nd Short movie	<ul style="list-style-type: none"> • Theme: Single African Air Transport Market • Story board proposal of video 2 • Video recording, editing and publishing • Duration: 10 to 15 minutes in English with subtitles
3 rd Short movie	<ul style="list-style-type: none"> • Theme: Free Movement of People • Story board proposal of video 3 • Video recording, editing and publishing • Duration: 10 to 15 minutes in English with subtitles
4 th Short movie	<ul style="list-style-type: none"> • Theme: African Continental Free Trade Area • Story board proposal of video 4 • Video recording, editing and publishing • Duration: 10 to 15 minutes in English with subtitles
5 th Short movie	<ul style="list-style-type: none"> • Theme: Agenda 2063 • Story board proposal of video 5 • Video recording, editing and publishing • Duration: 10 to 15 minutes in English with subtitles
6 th Short movie	<ul style="list-style-type: none"> • Theme: African Union Reform • Story board proposal of video 6 • Video recording, editing and publishing • Duration: 10 to 15 minutes in English with subtitles

5.0. DURATION OF THE ASSIGNMENT

The duration of the assignment is six months and a lump sum will be paid for each deliverable.

6.0. CONSULTANCES FEES FOR THE ASSIGNMENT

The prospective consultant is expected to provide his daily consultancy rate for this assignment. The cost is inclusive of professional fee and all other costs.

7.0. GOVERNANCE AND SUPPORT BY THE AFRICAN UNION

The consultant will work under the supervision the Support of the Capacity Development Project Coordinator which will oversee the development and acceptance of the deliverables.

8.0. EXPERIENCE REQUIRED FOR THE INDIVIDUAL CONSULTANT

The Consultant must have a minimum of three years relevant working experience in the area of communication & media, video editing in an international organization. The consultant should demonstrate experience in developing multimedia contents (documentaries, animations, films, etc.) for the various audience at an international level.

The Consultant must provide:

- A portfolio showcasing his/her expertise and achievements in:
 - Photography
 - Graphic Design
 - Video/multimedia editing
- Proven work experience as a video editor in a context of public international organization in a multicultural environment;
- Solid experience with digital technology and multimedia editing software packages (e.g. Avid Media Composer, Lightworks, Adobe Premiere, After Effects and Final Cut);
- Familiarity with video special effects, 3D and compositing;
- Creative mind and storytelling skills.

9.0. QUALIFICATION REQUIRED FOR THE INDIVIDUAL CONSULTANT

The Consultant should have at least a Certificate in graphic design, multimedia, or Adobe Creative Suite.

10. EVALUATION AND QUALIFICATION CRITERIA

For evaluation of the expressions of interest the following criteria will be applied:

- a) Qualification and Relevant Training (20 points);
- b) Experience Related to the Assignment based on a portfolio (60 points);
- c) Experience in an international organization (10 points);
- d) Knowledge of the AUC working Language (10 points);

11. Required Documentations

Interested Consultants are required to submit the following

- a) Statement about understanding about the assignment
- b) Curriculum Vitae
- c) Propose Daily rate, which should include all of the Consultant's costs and profits. Please send you financial proposal separately in a Pdf format and it shall be password protected. However, the password shall be submitted by the Consultant to the AUC upon request and after concluding the evaluation of CVs.

Application Requirements:

The Consultant be available to start services by September 1st 2020.

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