



## **REQUEST FOR QUOTATIONS**

**Project Name:** Support for the Capacity Development Project of the AUC and AU  
Organs Under the Support for Capacity Development of the AUC and Other AU Organ  
Project  
World Bank Group

**Project ID:** P126848/P166316

**Assignment Title:** Production of Animated Films on the  
Operationalisation of the African Continental Free Trade Area  
(AfCFTA)

**Procurement Number:** AUC/DIC/NC/01/2021

Date: - **October 15, 2021**

Dear Sir:-

The AUC invites you to submit your quotation for production of production of animated films on the operationalisation of the African Continental Free Trade Area(AfCFTA) Any resulting order shall be subject to the General Conditions of Contract for Purchase Orders (attached) except where modified by this Request for Quotations (RFQ).

## **SECTION A: REQUEST FOR QUOTATION**

### **For Production of office equipment for DIC Directorate**

- 1) Currency of Quotation :- ETB, USD/Euro
  - 2) Services are to commence by: **Immediately after Purchasing order.**
  - 3) Services are to be completed by: **shall be fixed at the time of contract negotiation.**
  - 4) Quotations must be valid for **two weeks** from the return by Date given below.
  - 5) Quotations and supporting documents as specified in Section B must be marked with the Procurement Number given above and indicate your acceptance of the stated terms and conditions.
  - 6) Quotations must be received, no later than: ***October 29, 2021 on or before 3:00PM Addis Ababa time.***
    - Bidders Shall have the option of submitting their bids electronically
    - Electronic proposals shall be permitted Maximum size of the attachment should not be above 10MB.
    - The bidders shall submit their technical and financial bids electronically as per the following details.
    - The PDF copy of the technical and financial proposals in separate Zipped files shall be submitted by EM (Electronic e-mail). The Zipped files of the technical and Financial Proposal should be separately encrypted, or password protected. The Email shall not be encrypted but only the Technical and Financial Proposals shall be encrypted or password protected. The procedure is: The bidders will receive the confirmation email from the Borrower once the Proposal is received by e-mail.
- (i) **Password or encryption key** should be broken into **both the technical and financial proposal zipped files and send** by EM to: [tender@africa-union.org](mailto:tender@africa-union.org)
- a) **Time of sending of password or encryption key for the technical and financial proposals:** The passwords or “encryption key” for technical proposals will be sent **at least four hours before** bid submission deadline.

**The subject of the email address should indicate the full title of the assignment and procurement reference number.**

a) The separate Zipped files of the technical and financial proposals should be sent to the following email addresses: tender@africa-union.org

bidders should ensure documents are not corrupt or affected by any computer virus that may possibly deny an access to the files. The Client shall not be responsible for such corrupt files which may deny access during the proposal opening process

7) Quotations must be returned to:

Attention: Head Procurement, Travel and Stores Division

Street Address: African Union Commission, Roosevelt Street

Floor/ Room number: 3rd Floor, Building C

City: Addis Ababa

ZIP/Postal Code: P.O Box 3243

Country: Ethiopia

8) The attached Schedule of Rates and Prices at Section C and Technical Data at Section D detail the services to be performed.

9) You are requested to quote by completing Sections B, C and D. Quotations shall cover all costs of labour, materials, equipment, overheads, profits and all associated costs for performing the services. The whole cost of performing the services shall be included in the items stated and the cost of any incidental services or materials shall be deemed to be included in the prices quoted.

10) Quotations that are responsive, qualified and technically compliant will be ranked according to price. Award of Contract will be made to the best quality and lowest priced quotation by the issue of a Purchase Order.

11) Payments will be made in accordance with any resulting order within thirty (30) days of receipt of an invoice supported by a certificate of satisfactory completion signed by **user department**

## **SECTION B: QUOTATION DETAILS**

- 1) Currency of Quotation ETB, USD or Euro
- 2) Services will commence within 7 days/weeks from date of Purchase Order.
- 3) Services to be completed by shall be fixed at the time of contract negotiation
- 4) Validity period of this quotation is 60 days from the Return by Date.
- 5) We enclose the following document(s) as required by the Purchaser:

## **QUALIFICATIONS & ELIGIBILITY**

**To apply for the contract, the responding companies are expected to provide the following in their proposals:**

### **Preliminary evaluation criteria**

1. Copies of business licenses and/certificate of incorporation showing legal status, date of registration and principal place of business.
2. Copies of Audited financial reports for the past three years.
3. Similar experience in the area of the assignment.

### **Qualification criteria**

1. **Synopsis of the company / company profile** and highlighting previous experience on similar projects
  - a. Firms responding to this TOR must have a Minimum of five (5) years documented work experience in media and audio-visual production motion graphics, 2D /3D animation & VFX, reportage, documentary, social media activations including, script writing, producing, directing and editing;
  - b. Track record of successful campaigns implemented in the African continent on similar subject areas or for international private or public-sector organisations would be an asset.
  - c. Track record of developing and producing high quality , engaging content for digital platforms
2. **Sample Evidence of previous work**
  - a. Minimum of three (3) work samples demonstrating most relevant and most recent previous experience (work submitted must not be more than 5 years old)
  - b. Evidence of previous work must be sent either as a downloadable file or link to a file sharing site to the AUC Procurement / Tender division as per the advertisement subject of email "Animation AfCFTA Operationalisation"

- c. **Three (3) references** for whom similar work has been developed (with contact information) from previous clients
  - d. Track record of successful materials filmed in African continent on similar subject areas would be an asset.
- 3. **Proposed Creative Direction and Methodology for implementing the project**
  - a. Proposed creative direction / outline for the video including treatment
  - b. Provide proposed workplan and production schedule to be applied to undertake the project
- 4. **Detailed technical capability and capacity** to undertake the work as per TOR i.e.
  - a. Production capacity / access to highest quality filming, light, sound and editing equipment etc
  - b. Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism (provide information of project delivery timelines and quality vs client expectations)
  - c. Ability to conduct research and in-depth interviews in a journalistic style to extract most relevant information that will build the storyline of the documentary
  - d. Ability to communicate and conduct interviews in English
- 5. **Profile of Project team –**
  - a. Brief presentation of the team, their relevant experience / technical competencies and the specific functional responsibilities of the key people to be engaged in the production of the campaign.
  - b. Ability to conduct research and in-depth study of available documentation in a journalistic manner to extract the most relevant information that will build the storyline of the required audio-visual content – reference should be made to work they have previously engaged in response to TOR
- 6. **Proposed Budget**
  - a. Detailed breakdown of project costs (see section on Budget)
  - b. Clear separation of administrative and production costs to enable review of actual production / technical costs assigned to the project.

<b>Ser. No.</b>	<b>Criteria</b>	<b>Max. Score</b>
1.	Minimum of 5 years continuous business experience in the area media and audio-visual production /film/ animation/ /reportage/documentary writing, script writing, producing, directing and editing	15
2.	Synopsis of the company, and evidence of previous experience on similar projects: <ul style="list-style-type: none"> <li>• Three links to work samples demonstrating most relevant previous productions</li> <li>• Track record of successful campaigns in the African continent on similar subject areas or for international public-sector organisations would be an asset.</li> <li>• The service provider should submit three references (with contact information) from previous clients to demonstrate its similar experiences.</li> </ul>	35
3.	Detailed list with technical information of the equipment intended for use, including camera, light, sound, editing Software etc.	10
4.	Creative Direction, Methodology, approaches and work plan	10
5.	Brief presentation of the team, with CVs and functional responsibilities of the key people to be engaged in the production of the documentary including Qualification and Experience of proposed staff for the project	30

- 6) We confirm that our quotation is subject to the African Union General Conditions of Contract for Purchase Orders and is based on the terms and conditions stated in your Request for Quotation referenced above.
- 7) We confirm that the prices quoted are fixed and firm for the duration of the validity period and will not be subject to revision or variation.

## **SECTION C: SCHEDULE OF RATES AND PRICES (TO BE PRICED BY BIDDER)**

## **BUDGET:**

1. Detailed break-down of all estimated costs, including estimated days of shooting, recording, production team, days of editing, travel costs, music, etc.
2. A clear total cost for the final product.
3. Please note that all costs, including transport, should be included in the total sum
4. **No additional payments / incidentals will be made outside of the total budget as per the issued contract**

## **DELIVERABLES & PAYMENT SCHEDULE**

Payments of total budget will be processed upon delivery of the following product along with invoice:

1. Detailed budget, approved concepts, scripts and shooting/production schedule (30%)
2. First cut of all audio-visual content and social media campaign elements (30%)
3. Final cut of all productions (40%)

## SECTION D: TECHNICAL DATA

### PRODUCTION OF ANIMATED FILMS ON THE OPERATIONALISATION OF THE AFRICAN CONTINENTAL FREE TRADE AREA(AfCFTA)

#### BACKGROUND

The African Union (AU) is a Pan African continental body consisting of 55 African countries. The AU was established on 26 May 2001 and launched on 9 July 2002 replacing the Organisation of African Unity (OAU). The AU is charged with spearheading Africa's rapid integration and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States as well as developing a New Partnership worldwide. Its Headquarters is located in Addis Ababa, Ethiopia.

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 is elaborated in Agenda 2063, Africa's shared strategic framework for inclusive growth and development. Agenda 2063 aims to harness and optimise the use of Africa's resources for the benefits of all Africans and is the result of a collaborative effort by Africans from all spheres of society to identify the key Aspirations of the African people that will ensure we transform and have the Africa we want by the year 2063.

Under Agenda 2063 several initiatives were identified as flagship programmes that if implemented would fast-track Africa's growth and transformation. *The African Continental Free Trade Area* is one of the Agenda 2063 Flagship Projects That aims at accelerating intra-African trade and boosting Africa's trading position in the global market. The project advocates for Africa's common voice and policy space in global trade negotiations.

The African Union Directorate of Information & Communication (DIC) invites companies that are registered and operating as business entities within Member States of the AU to submit their proposals for the production of a animated videos on *the operationalization of the African Continental Free Trade Area*.

We are looking for companies that have extensive experience in producing themed Animated video on socio-economic and development related issues for public sector institutions.

#### OBJECTIVE

To raise awareness of the Flagship Project of Agenda 2063 the African Continental Free Trade Area

(AfCFTA) and specifically ***“the operationalization of the African Continental Free Trade Area”*** The AfCFTA aims to drive Africa’s economic integration and the Operationalization aims to inform on the implementation modalities and the expected impact in improving the lives of ordinary African citizens and the economies of African countries towards delivering on Africa’s plans towards inclusive economic growth and development.

Specifically, the content developed should create awareness and enhance understanding of the AfCFTA Operational Instruments and the AfCFTA Protocols

**A: Specifically, on Operational Instruments the animations will cover the following 5 topics**

1. **The Rules of Origin:** A regime governing the conditions under which a product or service can be traded duty free across the region
2. **The Scheduled Tariff concessions:** Modalities for tariff liberalisation were adopted with a level of ambition of 90% of tariff lines to be liberalised in a linear form over a period of 5 years for Non LDCs and years for LDCs (Least developed countries)
3. **The online mechanism on monitoring,** reporting and elimination of non-tariff barriers, NTBs: NTBs are a great hindrance to intra African trade whether physical, like poor infrastructure, or administrative like the behaviour of customs officials. These are to be monitored with a view to ensuring they are eliminated.
4. **The Pan-African payment and settlement system:** To facilitate payments on time and in full, by ensuring that payments are made in local currency and at the end of the year there’ll be net settlements in foreign exchange. With the certainty of payments, there will be confidence in the system.
5. **The African Trade Observatory:** A trade information portal to address hindrances to trade in Africa due to lack of information about opportunities, trade statistics as well as information about exporters and importers in countries. The trade observatory will have all this information and other relevant data which will be provided by AU member states.

**B: Specifically on the AfCFTA protocols the animations will cover the following 6 topics**

1. The Protocol on Trade in Goods
2. The Protocol on Trade in Services
3. The Protocol on Rules & Procedure on the settlement of disputes

4. The Protocol Investment.
5. The Protocol on Intellectual Property Rights
6. The Protocol on Competition Policy,

The film developed should deliver a deeper understanding of the Agenda 2063 Flagship Project of the AfCFTA and the role of the African Union in driving Africa's economic growth and regional integration.

## **SCOPE OF WORK & TECHNICAL REQUIREMENTS**

The successful firm will be expected to

1. Develop Animated videos on the **Operationalization of the African Continental Free Trade Area**
2. Develop a detailed digital marketing campaign identifying and recommending key digital channels for the campaign

The Animated videos must be highly informative capturing the key messages of the Agenda 2063 flagship project that is the subject matter of the videos. The videos should be fact driven and motivational, narrated from the perspective of the AU, the video infographics will simplify complex trade concepts.

The content should be produced in English, at the highest market quality standards, high-definition, fast paced with clean stylistic touches. **Voice over / sub-scripting language adaptations will be required in Arabic, French, Portuguese, Spanish & Swahili**

The total running time of the animation should not exceed **3 – 5 mins**

The entire production i.e. scripting, Storyboard, VFX/filming, editing, SFX, voicing/narration etc. should be done by the contracted firm, delivering a final ready-to-air product in broadcast standards and in HD technology format. (MP4/MOV/DVD)

The entire development and production process will be closely monitored by the DIC of the AUC office providing continuous review, comments and thematic inputs and support when needed.

The AUC is the Executive Producer of the film and has rights over the “final cut” of the film as well as creative, editorial and technical direction of the film.

African Union Organ branding guidelines must be adhered to in post-production.

**FINAL FILM LENGTH:** Total running time 3 – 5 mins for each of the Five (5) Operational instruments and 6 AfCFTA Protocols.

## **PRODUCTION SCHEDULE AND DELIVERY TIMELINE**

- The contracted firm shall commence the work as soon as possible, immediately upon signing contract.
- A detailed timeline, work plan and draft outline should be submitted within 14 days.

- A detailed budget and shooting schedule should be provided prior to commencing filming.
- The rough cut of every phase of the documentary should be provided to Executive Producer, i.e. Directorate of Information and Communication – AUC for review, comments and approval.
- The final products i.e. the films as well as all the raw material and project files, should be delivered to the Directorate of Information and Communication - African Union Commission on an external HDD no later than **30<sup>th</sup> November 2021**
- **TIMELINE:** Proposed filming plan and timeline for all phases in pre-production, production and post- production must be submitted. The detail of the schedule will be fixed as the time of contract negotiation.

#### **RESERVATIONS & CONFIDENTIALITY:**

AUC reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines. In the event of the producer ending the contract prior to delivering all agreed upon products, a portion of the payments shall be returned to the AUC

The contractor undertakes to maintain confidentiality on all information that is not the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment. The Contractor shall undertake to refrain from promoting any political or religious beliefs in the documentary movie which will be the subject contract.

***We confirm that we comply with the technical requirements as detailed above.***

**Authorised By:**

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

Authorised for and on behalf of:

Company: \_\_\_\_\_