

AFRICAN UNION

الاتحاد الأفريقي



UNION AFRICAINE

UNIÃO AFRICANA

African Union Commission

Request for Quotations

Consultancy Services to Prepare Documentary Profile Film: African Committee of Experts on the Rights and Welfare of the Child (ACERWC)

Procurement Number AUC/ICD/NC/010

Date of Issue: 4th April 2022

LETTER OF INVITATION

Dear Bidders

The Directorate of Information & Communication (DIC) in The African Union Commission invites interested and eligible companies that are registered and operating as business entities within Member States of the AU to submit quotation (Technical and Financial) for carrying out the services as described herein. Any resulting order shall be subject to the contract attached except where modified by this Request for Quotations (RFQ).

SECTION A: REQUEST FOR QUOTATION

- 1) Description of the Service: Consultancy Services to Prepare Documentary Profile Film: African Committee of Experts on The Rights and Welfare of The Child (ACERWC)
- 2) Currency of quotation: **US Dollars for foreign Firms, ETB for local firms.**
- 3) Services are to commence by: **June 2022**
- 4) Services are to be: two weeks from commencement date.
- 5) Quotations must be valid for **90 days** from the Return by Date given below.
- 6) This is a two-envelope bidding. Bidders should ensure that the Technical and Financial offers are enclosed in **two separate files**
- 7) Quotations must be received, no later than: **1500 hrs** Addis Ababa time on **06th May 2022 at 1500 hours Local Time.**
- 8) Quotations must be returned to below email. Please send you financial proposal separately in a Pdf format and it shall be password protected. However, the password shall be submitted by to the AUC upon request and after concluding the evaluation of technical evaluation.

Tender@africa-union.org Cc hawib@africa-union.org

Clarification Requests: Clarification requests should be addressed to the same email above or Tel+251115517700, Ext 4485 or 4525

- 9) You are requested to quote by submitting a Technical and Financial Proposal. 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 Quality Cost-Based Selection. Award of Contract will be made 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 the Project Coordinator.

Your quotation is to be returned on this Form by completing and returning Sections B, the technical and financial Proposals

SECTION B: QUOTATION DETAILS

- 1) Currency of Quotation
- 2) Services will commence withindays/weeks from date of Purchase Order.
- 3) Services to be completed bydays/weeks/months from date of Purchase Order
- 4) Validity period of this quotation isdays from the Return by Date.
- 5) We enclose the following document(s) as required by the Purchaser:

.....

.....

.....

- 6) We confirm that our quotation is subject to the African Union General Conditions of Contract 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.

Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____

Authorised for and on behalf of:

Company: _____

Registered Address:

.....

.....

.....

SECTION C: TERMS OF REFERENCE

DOCUMENTARY PROFILE FILM: AFRICAN COMMITTEE OF EXPERTS ON THE RIGHTS AND WELFARE OF THE CHILD (ACERWC)

BACKGROUND

The African Union (AU) is a Pan African continental body consisting of 55 African countries. The AU was launched in 2002 replacing the Organisation of African Unity (OAU). The AU is charged with spearheading Africa's socio-economic growth through integration, inclusion and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States.

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** and which aims to harness and optimise the use of Africa's resources for the benefits of all Africans to realise the 7 continental Aspirations of the African people that will ensure we transform and have the Africa we want by the year 2063. Specifically, Aspiration 3 of Agenda 2063 which recognises the importance of protecting the rights of citizens and ensuring that all Africans can achieve their full potential and contribute to Africa's development and Aspiration 6 which calls for an Africa, whose development is people-driven, relying on the potential of African people, especially its women and youth, and caring for children.

The African Committee of Experts on the Rights and Welfare of the Child (ACERWC) which is based in Maseru, Lesotho, is one of the key judicial institutions charged with supporting the AU's work in the area of championing the promotion and protection of human and people's rights in Africa with a specific focus on the rights of Children. ACERWC draws its mandate from the African Charter on the Rights and Welfare of the Child.

The 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 corporate profile film on the mandate and work of the African Committee of Experts on the Rights and Welfare of the Child (ACERWC)**. We

are looking for companies that have extensive experience in producing themed films on socio-economic, political and development related issues for public sector institutions and producing quality breakthrough content that resonates with target audiences and encourages public participation and discourse on key issues.

OBJECTIVE

To raise awareness of the African Union and its Pan-African vision for an integrated, prosperous and peaceful Africa and the initiatives being undertaken to deliver on Africa's sustainable growth objectives by promoting good governance, rule of law and protection of human rights as encapsulated in Agenda 2063, Africa's strategic framework for inclusive growth and sustainable development.

1. Create awareness about Agenda 2063 Aspiration 6 for “An Africa, whose development is people-driven, relying on the potential of African people, especially its women and youth, and caring for children
2. Create awareness of the African Charter on the Rights and Welfare of the Child and the provisions the Charter
3. Focus on the work of ACERWC to deliver a deeper understanding of its mandate, its structure and its key programmes around
 - a. Promoting and protecting the Rights of Children in Africa
 - b. Reporting frameworks
 - c. Correlation between the work of the ACWERC and other judicial organs and AU Commission departments namely the the African Commission on Human and People's Rights (ACHPR), African Court on Human and People's Rights (AfCHPR), the African Union Advisory Board on Corruption (AUABC) and The AU Commission on International Law (AUCIL), the AU Commission Departments of Health, Humanitarian Affairs and Social Development (HHS); Education, Science, Technology and Innovation (ESTI) and Political Affairs, Peace and Security (PAPS),.

SCOPE OF WORK

The successful firm will be expected to work with the Directorate of Information & Communication to conceptualise and develop an informative film that will transmit the key messages of the African Union's work in the area of human rights, good governance and the rule of law with a focus on the work of the ACERWC. Specifically, the firm will be required to develop content that is insightful, innovative, informative / educational and appealing to a wide array of audiences across the continent.

I. VIDEO CONTENT – FEATURE FILM

Develop highly informative, engaging film (including incorporating animation elements as required) suitable for transmission on various platforms, broadcast (TV) and digital platforms (Web, Mobile) to create awareness and a better understanding about the work of ACERWC

The film must be highly informative capturing the key messages of the African Union's key initiatives / ACERWC that are the subject matter of the film. The films should be fact driven and motivational, narrated from the perspective of the AU / ACERWC principles, with interviews of member state stakeholders (e.g. policy makers, human rights / civil society activists, legal fraternity, private sector etc.) and the AU development partners.

The content produced should stylistically aim to be engaging with a wide variety of audiences specifically the legal fraternity, human rights activists, media, policy makers and other key stakeholders.

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

The total running time of the film should not exceed 25 minutes

II. VIDEO CONTENT – FEATURE FILM PROMOTIONAL EDITS

The feature film production must include cut downs / edits of the main film capturing key topics from the main feature film and which can be uploaded onto social media as promotional clips of no more than 3-5 minutes

The entire production i.e. scripting, 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 ICD of the AU providing continuous review, comments and thematic inputs and support when needed.

The AUC is the Executive Producer of the film, audio, print and all elements produced as part of the campaign and has rights over the “final cut” of the films, audio as well as creative, editorial and technical direction of the content produced as part of the campaign.

2 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 **31st July 2022**
- **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.

QUALIFICATIONS & ELIGIBILITY

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

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 social media activations, /film/ animation/ reportage/documentary writing, 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 “DOCUMENTARY FILM -AFRICAN COMMITTEE OF EXPERTS ON THE RIGHTS AND WELFARE OF THE CHILD (ACERWC)”
 - 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 to extract most relevant information that will build the storyline of the documentary
 - d. Ability to communicate and conduct interviews in English (Other AU languages will be an added advantage)
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

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 & TERMS OF PAYMENT

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%)

APPLICATION: (DEADLINE) 6thMAY 2022

6: Technical Evaluation Criteria

Ser. No.	Criteria	Max. Score
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	10
2.	Synopsis of the company, and evidence of previous experience on similar projects: <ul style="list-style-type: none"> • Three links to work samples demonstrating most relevant previous productions • Track record of successful campaigns in the African continent on similar subject areas or for international public-sector organisations would be an asset. • The service provider should submit three references (with contact information) from previous clients to demonstrate its similar experiences. 	20
3.	Detailed list with technical information of the equipment intended for use, including camera, light, sound, editing, software etc.	20
4.	Creative Direction, Methodology, approaches and work plan	40

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	10
----	--	----

Minimum passing mark for the technical proposal is 70%

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.

SECTION D: STANDARD TEMPLATES

FIRM'S 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: _____

FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

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. }

Employment Record:

{ Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages. }

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

{ Signature of staff member and authorized representative of the firm }

Date: _____

Day/Month/Year

Full name of staff member: _____

Full name of authorised representative: _____

FORMAT FOR FINANCIAL PROPOSAL
BREAKDOWN OF PRICE PER ACTIVITY

Activity No.: _____

Description: _____

Price Component	Currency(ies)	Amount(s)
Remuneration		
Reimbursable		
Subtotal		_____

**CONTRACT FOR CONSULTING SERVICES
SMALL ASSIGNMENTS
LUMP-SUM PAYMENTS**

CONTRACT

THIS CONTRACT ("Contract") is entered into this *[insert starting date of assignment]*, by and between *[insert name of Client]* ("the Client") having its principal place of business at *[insert address of Client]*, and *[insert name of Consultant]* ("the Consultant") having its principal office located at *[insert address of Consultant]*.

WHEREAS, the Client wishes the Consultant to perform the services hereinafter referred to, and

WHEREAS, the Consultant is willing to perform these services,

NOW THEREFORE THE PARTIES hereby agree as follows:

- 1. Services**
- (i) The Consultant shall perform the services specified in Annex A, "Terms of Reference and Scope of Services," which is made an integral part of this Contract ("the Services").
 - (ii) The Consultant shall provide the personnel listed in Annex B, "Consultant's Personnel," to perform the Services.
 - (iii) The Consultant shall submit to the Client the reports in the form and within the time periods specified in Annex C, "Consultant's Reporting Obligations."

- 2. Term**
- The Consultant shall perform the Services during the period commencing *[insert starting date]* and continuing through *[insert completion date]*, or any other period as may be subsequently agreed by the parties in writing.

- 3. Payment**
- A. Ceiling

For Services rendered pursuant to Annex A, the Client shall pay the Consultant an amount not to exceed *[insert amount]*. This amount has been established based on the understanding that it includes all of the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.

- B. Schedule of Payments

The schedule of payments is specified below:

[insert amount and currency] upon the Client's receipt of a signed copy of this Contract and an Advance Payment Security from the Consultant;

[insert amount and currency] upon the Client's receipt of the draft report, acceptable to the Client;

[insert amount and currency] upon the Client's acceptance of the final report.

[insert amount and currency] Total

C. Payment Conditions

Payment shall be made in *[specify currency]*, no later than 45 days following submission by the Consultant of invoices in duplicate to the Coordinator designated in paragraph 4.

4. Project Administration

A. Coordinator.

The Client designates Mr. *[insert name]* as the Client's Coordinator; the Coordinator will be responsible for the coordination of activities under this Contract, for acceptance and approval of the reports and of other deliverables by the Client and for receiving and approving invoices for the payment.

B. Reports.

The reports listed in Annex C, "Consultant's Reporting Obligations," shall be submitted in the course of the assignment, and will constitute the basis for the payments to be made under paragraph 3.

5. Performance Standards

The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the Client considers unsatisfactory.

6. Confidentiality

The Consultants shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Client's business or operations without the prior written consent of the Client.

7. Ownership of Material

Any studies, reports or other material, graphic, software or otherwise, prepared by the Consultant for the Client under the Contract shall belong to and remain the property of the Client. The Consultant may retain a copy of such documents and software.

8. Consultant Not to be Engaged in Certain Activities

The Consultant agrees that, during the term of this Contract and after its termination, the Consultant and any entity affiliated with the Consultant, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

9. Insurance

The Consultant will be responsible for taking out any appropriate

insurance coverage.

10. Assignment

The Consultant shall not assign this Contract or sub-contract any portion of it without the Client's prior written consent.

**11. Law
Governing
Contract and
Language**

The Contract shall be governed by International Law and the language of the Contract shall be English.

**12. Resolution of
Disputes**

Any dispute arising out of the Contract, which cannot be amicably settled between the parties, shall be referred to *[insert name of arbitration service as agreed with the Consultant]* for arbitration.

FOR THE CLIENT

FOR THE CONSULTANT

Signed by _____

Signed by _____

Title: _____

Title: _____

