

TERMS OF REFERENCE

PRODUCTION ANIMATION VIDEOS ON THE ASPIRATIONS & GOALS OF AGENDA 2063

BACKGROUND

The African Union (AU) is a Pan African continental body consisting of 55 African countries and 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**". Through its various programs and initiatives, the African Union works towards increased cooperation and integration of its member states to drive Africa's growth and economic development and the attainment of the Pan African Vision of an integrated, prosperous and peaceful Africa.

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 (seven) 7 key Aspirations of the African people that will ensure we transform and have the Africa we want by the year 2063.

The Directorate of Information & Communication (ICD) of the African Union invites companies that are registered and operating as business entities within Member States of the AU to submit their proposals for the production of **Animated Films relating to Agenda 2063 Aspirations and Goals** will create in-depth understanding of Agenda 2063 and complement existing Agenda 2063 animation content while going further to promote greater awareness and engagement with the it key programmes and initiatives of Agenda 2063

We are looking for companies that have extensive experience in producing quality breakthrough animated content and engaging audio for regional and international organisations; and which are registered and operating as business entities within Member States of the AU to submit their proposals

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 as encapsulated in Agenda 2063, Africa's strategic framework for inclusive growth and sustainable development.

The communication developed should deliver a deeper understanding of Agenda 2063, specifically:

1. Create awareness about Agenda 2063 and its intended outcomes for Africa.
2. The Aspirations of Agenda 2063
3. The Goals and Priority development areas of Agenda 2063
4. The Flagship projects of Agenda 2063

SCOPE OF WORK & TECHNICAL REQUIREMENTS

The successful firm will be expected to work with the Directorate of Information & Communication to conceptualise and develop informative audio-visual communication material that will be transmitted through traditional broadcast media as well as digital platforms. Specifically, the firm will be required to develop animated films as well as audio products that are informative and educational and appealing to a wide array of African audiences.

Animated Audio-Visual Content

Develop highly creative, short and engaging ***character led / based animations*** suitable for transmission on various channels including digital platforms (WEB, Mobile) and broadcast (TV) and to create awareness and a better understanding about Agenda 2063 and specifically its key Aspirations.

The content produced should aim to be engaging with a wide variety of audiences specifically Africa's youth who are the main beneficiaries of Agenda 2063.

The animations will be in the following focal areas:

1. The 7 Aspirations of Agenda 2063 (each Aspiration must be showcased as an individual film)
2. The Goals underpinning the 7 Aspirations
3. The Flagship Projects (15 Priority Projects) and the Continental Frameworks (6) of Agenda 2063 how Africa is advancing through their implementation.
4. Results of the First Ten Year Implementation (2013-2023) of Agenda 2063 and priorities for the Second Ten Year Implementation Plan

Creative Direction

Proposed creative direction will be built off the characters of the original Agenda 2063 animation videos. This will be in essence a phase 2 of an ongoing campaign in order to popularise Agenda 2063 through a short series of animated videos that will be used to engage the audience by explaining the 7 aspirations of Agenda 2063.

The animations should be produced in English, at the highest market quality standards, high definition, fast paced and with clean stylistic touches. ***Voice over / subscribing language adaptations will be required in the other AU working languages - Arabic, French, Portuguese, Spanish & Swahili*** **The animated films should not be more than 3 minutes each.**

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 supervised by the Information and Communication Directorate of the AU 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 all the films, audio as well as creative, editorial and technical direction of the film.

PRODUCTION SCHEDULE

1. The contracted firm shall commence the work as soon as possible, immediately upon signing contract.
2. A detailed timeline, work plan and draft outline should be submitted within 14 days of selection.
3. Proposed plan and timeline for all phases in pre-production, production and post-production.
4. A detailed budget and proposed production schedule should be provided prior to commencing filming / recording.
5. The rough cut of every phase of the material should be provided to the Executive Producer, i.e. Directorate of Information and Communication for review, comments and approval before final production version
6. The final products i.e. the films/ audio as well as all the raw material and project files, should be delivered to the Directorate of Information and Communication on an external HDD no later than twelve weeks **after awarding of contract (the production scheduling and delivery date will be agreed with the ICD one contract is awarded)**

QUALIFICATIONS & ELIGIBILITY

1. **Firms responding to this TOR must have a Minimum of seven (7) years documented work experience in the area of audio-visual production/film/**

animation/ /reportage/documentary writing, script writing, producing, directing and editing;

2. Access to highest quality filming, light, sound and editing equipment and specifically highest specifications of 3D rendering software.
3. Ability to conduct research and in-depth study of available content and documentation in a journalistic manner to extract the most relevant information that will build the storyline of the required audio-visual content
4. Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism;
5. Track record of successful materials filmed in the African continent on similar subject areas or for international public-sector organizations would be an asset.
6. Successful track record of producing engaging content for digital platforms

ELIGIBILITY:

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

1. Synopsis of the company, and evidence of previous experience on similar projects
2. Evidence of previous work must be sent either as a downloadable file or link to a file sharing site to the contact email provided by the African Union Procurement Unit as stated in the advertisement. (A minimum of three links to work samples demonstrating most relevant previous productions must be provided)
3. Three references (with contact information) from previous clients
4. Detailed list with technical information of the equipment intended for use, including camera, light, sound, editing software etc.
5. Brief presentation of the team, with CVs and functional responsibilities of the key people to be engaged in the production of the films

BUDGET

- Submit detailed break-down of all estimated costs, including estimated days of shooting, recording, production team, days of editing, travel costs, music, etc.
- A clear total cost for the final product.
- Please note that all costs, including travel and logistics, should be included in the total sum, no **additional payments / incidentals will be made outside of the total budget as per the contract to be issued.**

TERMS OF PAYMENT

Payments of total budget will be processed upon delivery of the following production elements along with an invoice:

1. Approved concepts, scripts and props/production schedule (10%)
2. First rough cut of all animated video and audio (40%)
3. Final cut of all productions an files in high resolution format (50%)

EVALUATION CRITERIA

Ser. No.	Criteria	Max. Score
1	<p>Synopsis of the company: Background information demonstrating a minimum of 7 years continuous business experience designing communications campaigns, media and audio-visual production /film/ animation/ reportage/ documentary writing, script writing, producing, directing and editing.</p>	20
2	<p>Evidence of previous experience on similar projects: Three links to work samples demonstrating most relevant previous productions and three (3) references (with contact information) from previous clients. Track record of successful materials filmed in the African continent on similar subject areas for international public-sector organizations would be an asset.</p>	30
3	<p>Proposed Project Methodology / work plan and proposed production schedule</p>	30
4	<p>Brief presentation of the team to be engaged in the project CVs detailing qualifications and relevant experience and stating functional responsibilities within the project.</p> <p><i>General qualifications (general education, training, and experience. Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments).</i></p>	20

APPLICATION: (DEADLINE) 5th July, 2024

Bids to be submitted to:

The Head Procurement, Travel and Stores Division

African Union Commission, Roosevelt Street,

Building C, 3rd Floor, P.O. Box 3243, Addis Ababa, Ethiopia

Tel+251 11 5517700 ;

Email : tender@africa-union.org

Copy : GoungoulouS@africa-union.org

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.