

SECTION 1 : INVITATION LETTER

EXPRESSION OF INTEREST(EOI) - TO PRODUCE A 15 MINUTE ORIENTATION VIDEO ON THE EU APSA IV PROGRAMME”.

APP Ref: AUC/PAPS/CMD/NS/012

1. The African Union Commission would like to engage the services of a Consulting firm or Individual Consultant to develop proposals for the above mentioned subject matter. The Commission therefore invites eligible firms to submit proposals as per the **Terms of Reference (Section II)**.
2. Interested firms/Individual Consultants may obtain further information from the Head of Procurement, the African Union Commission, Roosevelt Street, Building C, 3rd Floor, P. O. Box 3243, Addis Ababa, Ethiopia, Tel: +251 11 551 7700; during working hours(8.00 – 17.00hrs) or by email Tender@africa-union.org and cc: isaacS@africa-union.org
3. Consultants are required to submit separately a **Technical** and **Financial Proposal** by email. This is a **two-envelope** bidding therefore technical and financial proposals shall be in **separate email folders** each with a password. Please indicate the APP Reference in the subject.
4. The Financial proposal must include the proposed budget for the project with a breakdown of fees for professional services, hours and include taxes.
5. The deadline for submission of proposals is on **10th October 2024** at 15:00 hours (Addis Ababa Time). Late submissions shall not be accepted and shall be rejected.
6. The opening shall take place Online. A zoom link will be shared with those interested bidders or their duly appointed representatives.
7. **Eligibility:** Participation in the bidding process is only open to firms registered/Individuals resident in African Union Member States.

SECTION II: TERMS OF REFERENCE

I. Background:

The African Union (AU) Commission, through the 4th EU Support Programme to the African Peace and Security Architecture (EU APSA IV), supports the Commission and the Regional Economic Communities (RECs) and the Regional Mechanisms (RMs) for Conflict Prevention, Management and Resolution (RMs) in building their capacities to prevent and manage conflicts. The Department of Political Affairs, Peace and Security (DPAPS) is planning to give more visibility to the work of the EU APSA IV and increase public knowledge of Conflict Cycle Management, with a focus on Early Warning Systems and the African Standby Force; Effective Coordination and Partnership at all levels within the APSA (including with Civil Society Organizations); and, Inclusion of youth and children affected by armed conflict (CAAC) in addressing the APSA priorities.

In this regard, the AU Commission (hereafter known as “the Client”) is calling for quotations, at competitive market rates, from qualified contractors for the production of a 15-minute orientation video on EU APSA IV, highlighting its objectives, achievements, challenges, lessons learned/ best practices and recommendations on the way forward for future Programmes.

The video content will include a series of interviews with the AU, RECs/RMs and EU leadership, RECs/RMs Programme and Finance Officers, Political Affairs Peace and Security Leadership (PAPS), PAPS Programme Management Team, PAPS Programme Officers and Heads of Divisions, PAPS Finance, focal points at the EU (this includes EU Delegations to the RECs/RMs and AU as well as Brussels Headquarters) and relevant international organizations. The final product will be presented to the AU, RECs/RMs and EU audiences, beneficiaries and partners. Following a final review, it will be published on the AU PAPS as well as on EU website/social media sites.

II. Concept for video production:

The video production will raise awareness about the EU APSA IV and its related components, boost outreach and engagement, and highlight the efforts made by the AU and RECs/RMs in the implementation of the Programme. .

The theme of the orientation video will be: ‘EU APSA IV: United for Peace’.

III. Technical Requirements:

Concept requirements: The video will comprise a series of talking head interviews and footages/b-roll with the theme; EU APSA IV: United for Peace. It will also include coverage of one (1) Steering Committee meeting to obtain still photos and video footage for the documentary. All costs related to attending the Steering Committee meeting and all travel costs related to this TOR will be borne by the Contractor.

The video will be circulated through the AU, RECs/RMs and EU online networks. The duration is 15 minutes.

Language: The video will be in English with French and Arabic sub-titles.

Content requirements: The productions must integrate creative graphics/charts and animation as well as original theme music along with the footage.

Narration: The story will be narrated by African voices; Costs related with the identification and engagement of voice narration talent will be borne by the Contractor.

Video Resolution: Full HD 1080 x 1920 resolution

Audio: High quality stereo sound in AIFF format

IV. Contractor requirements:

The creator of the video product (hereafter known as “the Producer”) will be required to:

Be in regular contact with the PAPS Communication Officers, through all phases of project execution, meeting as needed in person, virtually, by phone or email and providing written progress updates.

Develop the following elements of the video production: which may include, but may not be limited to scripting, shooting, sound, lighting, voicing, graphics, animation, all aspects of pre and post-production, editing including coding, and music. However, the AU Commission will furnish the Producer with initial drafts of background information, as well as relevant graphics, DVDs, CDs and/or electronic files as well as facilitate/schedule interviews with the relevant talking heads, specifically, the AU, RECs/RMs, EU and other relevant organizations as deemed necessary. Kindly note that in some cases the interviews will involve travel particularly to the RECs/RMs Headquarters and other areas as deemed necessary.

Secure their own production facilities and equipment including cameras tripods and cranes, sound as well as lighting equipment.

Submit all the recorded raw footages to the client.

Complete and submit the final product in three (3) weeks after receipt of all the raw materials required for post-production.

The finished products, master DVDs containing HD quality video as well as a copy in other formats including: MiniDV and web-compatible format on CD as well as on USB. The uncompressed footage and rough cuts on external USB drives supplied by the Client.

V. Client Requirements:

The client will be responsible for:

Providing the project outline, initial drafts of the script for the conceptual development
Scheduling interviews with the AU, RECs/RMs, EU and other relevant organizations and beneficiaries as deemed necessary.

The client will be responsible for providing relevant logos, as well as any additional images that may be required.

Note: Any assignment or subcontracting by the selected Producer for the work to be performed, or goods and/or services to be provided, in whole or in part, and any other interest in conjunction with this request for proposal, shall not be permitted without the express written consent of the Client. All copyrights for this production belong to the AU.

VI. EVALUATION AND SELECTION CRITERIA

For evaluation of the submission, the following criteria will be applied:

Criteria	Points
Specific Relevant Experience	35
Equipment	35
Response to the TOR/methodology proposed	20
Key Personnel	10
TOTAL	100

Minimum score is 70 points (pass mark).

Total score will be calculated by Weighing of both Technical and Financial Scores and ranked:

Technical score = 80%

Financial score = 20%

The firm/individual consultant with the best rank(1st) will be awarded the contract

VII: Confidentiality:

The information shared with the consultant/firm is confidential and shall not be disclosed to anyone else or used in any other publication. The consultant/firm must refrain from using any of the information shared in other publications. The final product of the consultancy will be submitted to the PAPS for approval by the relevant stakeholders. The PAPS reserves the right to amend the final documents before their submission for approval and owns the final products.