



**Production of Short Video
Personal Story Series**

Initiative Africa is a Non-Governmental Organization established in 2002 that promotes Quality Education for all in all the regional states of Ethiopia through teachers' professional development, research and outreach. It is actively working with public and private sector partners and with some local and international universities to address issues pertinent to quality education and youth development.

IA's key program areas include arts for social development, empowering young girls and increasing engagement of the youth in community development.

Terms of Reference

For the Production of Short Video:

‘Personal Story’ Series for the MAKE CHANGE HAPPEN Project

1. Background

Initiative Africa is currently implementing a project entitled: “Gender Equality – Make Change Happen”, which is supported by the Swedish Embassy in Addis Ababa. The focus of this small-scale intervention project is the promotion of Gender Equality stories and concepts. The intervention aims to improve the understanding of Gender and Gender Equality. Gender equality is achieved when women and men enjoy the same rights and opportunities across all sectors of society, including economic participation and decision-making, and when the different behaviors, aspirations and needs of women and men are equally valued and favored.

In order to raise awareness about the importance of Gender and related Issues, key drivers of change, challenges and opportunities, IA is seeking a video production consultant to assist the project by developing media material. Specific communication deliverables are listed in the sections below.

2. Objective of the consultancy

The overall objective of this consultancy is to produce media material including a campaign spots of 12 short videos that can be used in TV broadcasts and various communications platforms. The campaign spots of not more than 1 minute should be produced as a campaign commercial and should present 12 different professional women aged 25-65 and their personal stories. The latter should include personal stories narrating ‘where they come from’; ‘what they do today; and ‘what they intend to do in the future’, all in less than one minute

3. Methodology

Consultant selected for this assignment is expected to perform the following:

- Present a work plan for the assigned work;
- Develop the campaign spot concept and scriptwriting;
- Identify the campaign recruits, coach and help them deliver their personal story;
- Negotiate broadcast fees and broadcast schedules with at least two TV broadcast stations;
- Make sure the video spots are broadcast.

4. Deliverables/Expected outputs

The consultant will produce a print version of the stories in Oromifa and Tigrigna.

1. Selected list of individuals who have consented to appear on the video spot;
2. 8 one minute TV spots of 8 different women; and a contract for 20x broadcast with a TV station (Language: Amharic);
3. 4 one minute TV spots of 4 different women; and a 10x broadcast contract with a TV station (Language: Oromifa);
4. 3 one minute TV spot of 3 different women; and 10x broadcast contract with a TV station (Language: Tigrigna);
5. Produce non-video marketing products, i.e. newspaper/magazine articles; radio/TV comments; interviews.

5. Project Management

Indicate how you will manage this project, to ensure that all activities are completed on time, on budget, and at defined quality levels.

Please, indicate which parts of the campaign, if any, you will be subcontracting to other companies

This consultancy is a six months assignment, including editing and reporting. IA will cover all travel and accommodation on cost basis.

Timing: December 2018 – June 2019

Location: Addis Ababa, Adama and Mekele

6. Eligibility/Qualification of Consultants

The consultant(s) should have:

- Outstanding videography skills;
- Excellent video editing skills;
- Previous experience in producing international quality documentaries;
- Proven ability to work in multicultural environment;
- Ability to adhere to deadlines and flexibility;
- Availability to travel immediately, upon signature of contract;

7. Pricing and costs

Based on the content and activities you are proposing for this campaign, please provide pricing for the work you will do.

8. Proposal Content and Format

The following should be included in your response and should be provided in the below order and format:

1. Cover Letter. The firm name and address, including contact information for the primary point of contact. Please include a brief history of the firm.
2. Staff. Brief descriptions of the staff members that will be involved with the production of this project.
3. Experience. A description of the firm's experience developing video & radio advertisements, particularly for public or non-profit entities. Experience producing creative in testimonial format a plus. Please enclose a disc or provide URL where three samples of work can be viewed/ listened to.
4. Equipment. Please indicate the type of cameras, editing, and other equipment your firm will use for the proposed services.
5. Creative approach. Please indicate your creative approach to production using testimonial format.
6. Video Demo. A video demo of maximum of 30 seconds production of your prepared concept.
7. Timeline. Include a timeline for production.
8. References. Three references that can speak to your ability to effectively produce television and radio creative on time and within budget.
9. Cost. Proposed project costs, including production, talent, graphics, stock footage and/or music, location fees, converting to web-ready format, final media and any other costs associated with the production of this spot along with the cost breakdown.
10. Equal Employment Opportunity. The Proposer must include an explanation of its commitment to equal opportunity and gender equality action.
11. Ethics. IA and its Board of Directors and staff are committed to maintaining the highest standard of ethics in the awarding of contracts. In accordance therewith IA requires each Proposer certify the following: "Neither the Proposer nor any officer, employee, agent, representative or affiliate of the Proposer has given or offered or shall give or offer to any Board Member, employee, or representative of IA or to any family member of the foregoing, or to any business by which any of the foregoing persons are employed, any gift, loan, political contribution, reward, or promise of future employment based on any understanding or expectation that the vote, official action, or judgment of the person would be influenced thereby, and, that no officer, employee, agent, representative, or affiliate of the Proposer shall have any direct or indirect nonincidental contact with any member of the board of directors of IA during any period of time prior to IA's award of the Contract.

12. Period of Validity. Each Proposer's Proposal must include a statement as to the period during which the provisions of its proposal will remain valid. A minimum of 30 days from the Closing Date for Receipt of Proposals is required.

9. Selection Process

Proposals must be received by IA no later than Friday, December 27, 2018 at 4PM.

Please email a PDF of your response to beruk.w@initiativeafrica.net

IA reserves the right to cancel this request for proposals, to reject any and all proposals submitted, to request any additional clarifying information from any proposers, and to negotiate separately with any and all proposers to process. IA's Tender Committee will review all proposals and recommend a firm to provide video and audio production services for IA. Selection will be made based on the lowest qualified bid price, experience and expertise in the field of video and audio production, and a demonstrated ability to provide results.