



## **Terms of Reference**

### **Development of Documentaries on the Sustainable Development of Livestock for Livelihoods in Africa (Live2Africa) Project**

#### **1. Background**

The African Union InterAfrican Bureau for Animal Resources (AU-IBAR) is a technical division of the Department of Agriculture, Rural Development, Blue Economy, and Sustainable Environment (DARBE). AU-IBAR is a pioneer in the development of African animal resources. AU-IBAR envisions an Africa free of hunger and poverty by assisting and equipping African Union (AU) Member States and Regional Economic Communities (RECs). Animal resources contribute significantly to the world economy.

AU-IBAR was founded in 1951 to study the epidemiological situation and combat rinderpest in Africa. Today, the organization's mandate encompasses all areas of animal resources, including livestock, fisheries, and wildlife, over the whole African continent. At the same time, by working at the continental and regional levels, AU-IBAR occupies a unique and strategic niche, with the RECs serving as crucial partners.

AU-IBAR was formed on a key idea that still influences its activities today. Subsidiarity guarantees that actions involving animal resources be carried out at the most local level possible. AU-IBAR takes on responsibility for issues that national and regional agencies are unable to solve or when AU-IBAR has a clear comparative and strategic advantage. A major focus is on creating and supporting common African perspectives in the global arena of animal resources.

#### **2. Context**

As a specialized technical office of the African Union Commission (AUC), AU-IBAR has unique convening capacity and serves as an important advocacy instrument. It has the potential to bring together animal resource policies and decision-makers from AU Member States, including at the ministerial level or above. AU-IBAR is uniquely positioned to integrate technical advice into national, regional, and continental policies and practices, thereby making a concrete difference in the lives and livelihoods of those who rely on Africa's animal resources.

The office serves as a facilitator for African Union Member States by offering technical assistance, capacity building, coordination, advocacy, and networking. AU-IBAR has built important strengths in policy advocacy, animal health system enhancement, governance, capacity building, communication, and networking.

Presently, AU-IBAR is undertaking the Sustainable Development of Livestock for Livelihoods in Africa project (Live2Africa). The Live2Africa Project is an innovative effort supported by the European Union that began in 2017, and a no-cost extension until June 2023 was granted. The project's overall objective is:

*"To support transformation of the African livestock sector for enhanced contribution to environmentally sustainable, climate resilient, socio-economic development and equitable growth".*

AU-IBAR is looking to hire a film production company to assist in making a documentary about the Project in order to boost public understanding of Live2Africa and its work and to strengthen advocacy efforts.

### **3. Overall Objective of the Assignment:**

To document the Live2Africa Project's Key Results, Successes, Challenges, Best Practices, and Lessons Learned.

### **4. Specific Objectives**

- Showcase the impact of the Live2Africa Project in Africa by highlighting success stories
- Capture lessons learned from beneficiaries and implementers of the Project, across the entire spectrum of the project's result areas.
- Contribute towards advocacy of the Project outcomes to a wide-range of stakeholders

### **5. Specific tasks for the Service Provider**

Under the general supervision of the Acting Director of AU-IBAR and the direct supervision of the Senior Knowledge Management Officer, the service provider will be responsible for the following responsibilities:

- Develop with AU-IBAR the overall concept and narrative, script, and storyboard for the documentary film.
- Conduct interviews with chosen film participants, including project implementers and beneficiaries, Regional Economic Communities, and the acting director of AU-IBAR. This may involve visiting up to 5 selected project sites and interacting with local communities or beneficiaries impacted by the Live2Africa Project in order to gain context, in instances where raw footage is not available.
- Present a preview of the documentary for content feedback
- Produce a 15–20-minute MP4 documentary film as a final product.
- Create a 5-minute MP4 version of the documentary's abridged version

## **6. Outputs /Deliverables**

- A storyboard and script for the documentary to NC for approval before filming;
- Draft documentary for review by AU-IBAR
- Completed 15–20-minute documentary film version.
- Completed 5-minute abridged documentary of main version

## **7. Duration of Assignment**

The assignment is expected to take 90 calendar days from the date of signing the contract.

## **8. Payment**

A maximum amount of 25, 000 USD shall be paid to the videographer for the provision of services.

Any travel required for the completion of the assignment shall be agreed between the service provider and AU-IBAR. The costs related to this travel shall be covered by AU-IBAR in accordance with its travel policy.

Conditions of payment: 20% upon delivery of script and storyboard; and 80% after completion of videos.

## **9. Qualifications and competencies**

The service provider should ideally have the following qualifications and competencies:

- More than 5 years' company experience in film production (15 points).
- Minimum of seven (7) years' documentary work experience in the area of documentary writing, producing, directing, filming and editing for the lead team member
- Lead team members to have at least a degree or higher diploma in video production, film production, media arts studies, multimedia studies or equivalent.
- Track record in producing documentaries on sustainable development/ animal resources development for continental/ international organisations with the aim of reaching both local and international audiences (25points)
- Experience in working with Continental and other international organisations (10points).
- Excellent technical capacities (state of the art filming and editing and sound equipment preferably High Definition; Innovative skills in use of animation; infographics to illustrate historical flow of events, and voice over) to ensure smooth and high-quality production (15points)
- Experience in development communication, including excellent storyboarding techniques and video editing skills (20points).
- Experience engaging with high-level delegates and local communities of different cultures;
- Working knowledge of English is necessary, and knowledge of French would be an advantage.

## 10.0 Evaluation Criteria and Scores

Criteria	Scores
Qualifications of lead videographer (At least a Degree or higher diploma in video production, film production, media arts studies, multimedia studies or equivalent)	15
General Experience of firm and lead team members in documentary production/ filmmaking	15
Technical Competencies (State of the art filming and editing and sound equipment preferably High Definition; Innovative skills in use of animation; infographics to illustrate historical flow of events, voice over)	30
Specific Experience in production of documentaries on sustainable development or animal resources development	10
Methodology and approach	10
Evidence of sample work/ portfolio	10
Previous engagement with high-level delegates and different cultures	5
Proficiency in English and French (level B proficiency – independent user)	5

## 11. Intellectual Property

All information (documentary, audio, digital, cyber, project documents, etc.) which the documentary filmmaker may come into contact as they perform their duties under this consultancy shall remain the property of AU-IBAR who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission from AU-IBAR.

## 12. Equipment

The videographer will use their own equipment deemed necessary during the execution of the assignment.

## 13. Insurance cover

The videographer will be responsible for own medical and life insurance cover; and equipment cover for the duration of the assignment.

## 14. Submission Procedure

Videographers that wish to show their interest in undertaking the prescribed work are to submit their application via email. The application should include the following:

- (i) Technical Proposal (clearly marked “Development of Live2Africa Video”) that will include:
  - Methodology to be used in undertaking the assignment: The videographer is expected to detail their methodology by providing timelines and

activities required in the following stages of production: Pre-production; Production and Post-production

- Time and activity schedule
  - Organizational and/or Personnel Capacity Statement
  - Relevant experience related to the assignment
  - Company profile; highlighting information on key personnel
- (ii) Financial proposal not exceeding 2 pages (clearly marked “Financial Proposal for Development of a documentary in commemoration of AU-IBAR Videos) that will include:
- Videographer’s daily rates
  - Any other related costs e.g. crew
  - Total cost for the completion of the assignment
- (iii) Declaration on exclusion criteria (see form attached hereto)

## **15. Submission of Applications**

Technical and Financial Proposals should be sent in separate PDF files on or before 13<sup>th</sup> January 2022, midnight Nairobi local time.

Proposals should be submitted to [procurement@au-ibar.org](mailto:procurement@au-ibar.org) with subject “*Development of AU-IBAR Videos*”

## **16.0 Personal Data Protection and Privacy**

A Personal Data Protection and Privacy Statement is also attached as information for the applicants.