



REQUEST FOR QUOTATIONS

Project Name: Support for the Capacity Development Project of the AUC and AU Organs Under the Support for Capacity Development of the AUC and Other AU Organ Project World Bank Group

Project ID: P126848/P166316

Assignment Title: Production of Documentary Profile Film the African Commission On Human and People's Rights (ACHPR)

Procurement Number: ET-AUC-253963-NC-RFQ

Date: - **October 15, 2021**

Dear Sir: -

The AUC invites you to submit your quotation for production of Documentary Profile Film: The African Commission On Human and People's Rights (ACHPR). Any resulting order shall be subject to the General Conditions of Contract for Purchase Orders (attached) except where modified by this Request for Quotations (RFQ).

SECTION A: REQUEST FOR QUOTATION

For Production of office equipment for DIC Directorate

- 1) Currency of Quotation: - ETB, USD/Euro
 - 2) Services are to commence by: **Immediately after Purchasing order.**
 - 3) Services are to be completed by: **shall be fixed at the time of contract negotiation.**
 - 4) Quotations must be valid for **two weeks** from the return by Date given below.
 - 5) Quotations and supporting documents as specified in Section B must be marked with the Procurement Number given above and indicate your acceptance of the stated terms and conditions.
 - 6) Quotations must be received, no later than: **October 29, 2021 on or before 3:00PM Addis Ababa time.**
 - Bidders Shall have the option of submitting their bids electronically
 - Electronic proposals shall be permitted Maximum size of the attachment should not be above 10MB.
 - The bidders shall submit their technical and financial bids electronically as per the following details.
 - The PDF copy of the technical and financial proposals in separate Zipped files shall be submitted by EM (Electronic e-mail). The Zipped files of the technical and Financial Proposal should be separately encrypted, or password protected. The Email shall not be encrypted but only the Technical and Financial Proposals shall be encrypted or password protected. The procedure is: The bidders will receive the confirmation email from the Borrower once the Proposal is received by e-mail.
- (i) **Password or encryption key** should be broken into both the technical and financial proposal zipped files and send by EM to: tender@africa-union.org
- a) **Time of sending of password or encryption key for the technical and financial proposals:** The passwords or "encryption key" for technical proposals will be sent at least four hours before bid submission deadline.

The subject of the email address should indicate the full title of the assignment and procurement reference number.

a) The separate Zipped files of the technical and financial proposals should be sent to the following email addresses: tender@africa-union.org

bidders should ensure documents are not corrupt or affected by any computer virus that may possibly deny an access to the files. The Client shall not be responsible for such corrupt files which may deny access during the proposal opening process

7) Quotations must be returned to:

Attention: Head Procurement, Travel and Stores Division

Street Address: African Union Commission, Roosevelt Street

Floor/ Room number: 3rd Floor, Building C

City: Addis Ababa

ZIP/Postal Code: P.O Box 3243

Country: Ethiopia

8) The attached Schedule of Rates and Prices at Section C and Technical Data at Section D detail the services to be performed.

9) You are requested to quote by completing Sections B, C and D. Quotations shall cover all costs of labour, materials, equipment, overheads, profits and all associated costs for performing the services. 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 price. Award of Contract will be made to the best quality and lowest priced quotation by the 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 **user department**

SECTION B: QUOTATION DETAILS

- 1) Currency of Quotation ETB, USD or Euro
- 2) Services will commence within 7 days/weeks from date of Purchase Order.
- 3) Services to be completed by shall be fixed at the time of contract negotiation
- 4) Validity period of this quotation is 60 days from the Return by Date.
- 5) We enclose the following document(s) as required by the Purchaser:

QUALIFICATIONS & ELIGIBILITY

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

Preliminary evaluation criteria

1. Copies of business licenses and/certificate of incorporation showing legal status, date of registration and principal place of business.
2. Copies of Audited financial reports for the past three years.
3. Similar experience in the area of the assignment.

QUALIFICATIONS CRITERIA

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 seven (7) years documented work experience in media and audio-visual film production, reportage, documentary, social media content, including, script writing, producing, directing and editing.
 - b. Track record of successful productions of documentary style films produced on topical issues in the African continent on similar subject areas for international organisations.
 - 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 6 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 PROFILE FILM: THE AFRICAN COMMISSION ON HUMAN AND PEOPLE’S RIGHTS (ACHPR)**”
- 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 film including treatment and social media content should be provided in separate sections of the proposal in response to the 2 areas identified in the scope of work in sections I-II.
- 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 in a journalistic style to extract most relevant information that will build the storyline of the documentary
- d. Ability to communicate and conduct interviews in English

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: 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	15
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• Evidence of Social Media campaigns	25
3.	Detailed list with technical information of the equipment intended for use, including camera, light, sound, editing Software etc.	10
4.	Creative Direction, Methodology and work plan	30
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
6.	Three references (with contact information) from previous clients	10

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

SECTION C: SCHEDULE OF RATES AND PRICES

Financial proposal should reflect

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 & PAYMENT SCHEDULE

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 (payment shall be 30% of the contract amount)
2. First cut of all audio-visual content and social media campaign elements schedule (payment shall be 30% of the contract amount)
3. Final cut of all productions schedule (payment shall be 40% of the contract amount)

SECTION D: TECHNICAL DATA

DOCUMENTARY PROFILE FILM: THE AFRICAN COMMISSION ON HUMAN AND PEOPLE'S RIGHTS (ACHPR)

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 recognises the importance of legal frameworks, good governance, respect for human rights and the rule of law as fundamental principles for protecting the rights of citizens and ensuring that all Africans can achieve their full potential and contribute to Africa's development.

The African Commission on Human and People's Rights (ACHPR) which is based in Banjul, Gambia, is one of the key judicial institutions charged with supporting the AU's work in the area of good governance by championing the promotion and protection of human and people's rights in Africa.

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 Commission on Human and People's Rights (ACHPR)**. 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 3 for "An Africa of good governance, democracy, respect for human rights, justice and the rule of law; and the importance of establishing and building the capability and capacity of judicial institutions governed by transformed leadership
2. Create awareness of the African Charter on Human and People's Rights (Banjul Charter) and the provisions the Charter
3. Focus on the work of ACHPR to deliver a deeper understanding of its mandate (as guided by the Banjul Charter), its structure and its key programmes around
 - a. Promotion of human and peoples' rights
 - b. Protection of human and peoples' rights
 - c. Interpretation of the Charter

- d. The Subsidiary / Special Mechanisms of the ACHPR which facilitate implementation of its mandate by enabling the ACHPR to focus on different thematic areas that are of special concern in Africa such as:
 - i. Rights of Women in Africa
 - ii. Prisons and Places of Detention and Policing in Africa
 - iii. Freedom of Expression and Access to Information in Africa
 - iv. Refugees, Asylum Seekers, Internally Displaced Persons and Migrants;
 - v. Indigenous Populations/ Communities;
 - vi. Economic, Social and Cultural Rights in Africa
 - vii. Death Penalty and Extra-Judicial, Summary or Arbitrary killings in Africa
 - viii. Older Persons and People with Disabilities in Africa
 - ix. Extractive Industries and Human Rights Violations in Africa
 - x. Prevention of Torture in Africa
 - xi. Protection of the Rights of People Living with HIV(PLHIV) and those at risk
- e. Correlation between the work of the ACHPR and other judicial organs and AU Commission departments namely the African Court on Human and People's Rights (AfCHPR), the African Union Advisory Board on Corruption (AUABC) both of which are based in Tanzania and The AU Commission on International Law (AUCIL) and the AU Commission Department of Political Affairs, Peace and Security, both of which are based in Ethiopia.

1: 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 ACHPR. 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. Filming will mainly be in The Gambia, Ethiopia and Tanzania.

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 ACHPR

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 film must be highly informative capturing the key messages of the African Union's key initiatives / ACHPR that are the subject matter of the film. The films should be fact driven and motivational, narrated from the perspective of the AU, with interviews of member state stakeholders (e.g. policy makers, African citizenry, private sector etc.) and the AU principals.

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

The total running time of the film should not exceed 20 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 DIC of the AUC 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 **30th November 2021**
- **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.

We confirm that we comply with the technical requirements as detailed above.

Authorised By:

Signature: _____

Name: _____

Position: _____

Date: _____

Authorised for and on behalf of:

Company: _____