

CALL FOR EXPRESSION OF INTEREST

Recruitment of a Production Agency

Opening Date: April 30, 2019

Closing Date: May 21, 2019

CEI N° 11-2019

The West and Central African Council for Agricultural Research and Development (CORAF) is a subregional organization founded in 1987. It currently has 23 National Agricultural Research Systems (NARS) in 23 countries: Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Cote d'Ivoire, Democratic Republic of Congo, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone and Togo.

Young people are at the heart of CORAF's new strategic direction. A Web TV has been created for this purpose and is dedicated to the capture and sharing of innovations and technologies sensitive to youth.

The main objective of this recruitment is to find an agency specialized in the production of content, adapted to the promotion of young agricultural entrepreneurs and agricultural technologies and innovations. The CORAF Web TV is a platform for communicating the know-how of agricultural entrepreneurs and the council of agricultural specialists to guide novices and beginners in the agricultural sector. This Web TV offers a sharing of collaborative experiences and encourages interest in investing in agriculture.

The tasks to be performed as well as other information relating to the post are detailed in the terms of reference attached.

The Executive Director of CORAF invites the agencies that meet the qualifications criteria as indicated in the terms of reference to express their interest in this recruitment.

Agencies interested in this call must provide information indicating that they are qualified to perform such services (CVs, references concerning the performance of similar contracts, publications, experience in the similar field, etc.).

Applications must be submitted to the CORAF secretariat in a sealed main envelope marked “**Production of WebTV programs**” no later than **May 21, 2019 before 16H30 GMT**.

Dr Abdou TENKOUANO
Executive Director of CORAF

TERMS OF REFERENCES

Job description: **Production Agency based in Dakar**

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CONTEXT AND JUSTIFICATION

The West and Central African Council for Agricultural Research and Development (CORAF) is a subregional organization founded in 1987. It currently has 23 National Agricultural Research Systems (NARS) in 23 countries: Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Cote d'Ivoire, Democratic Republic of Congo, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone and Togo.

Young people are at the heart of CORAF's new strategic direction. A Web TV has been created for this purpose and is dedicated to the capture and sharing of innovations and technologies sensitive to youth.

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To this end, CORAF seeks to recruit an experienced production agency for its Web TV. The position is based in Dakar, Senegal.

Department: Communications

Type of position: Contract (2 months) renewable if the work is satisfactory

Supervisor: Information Communication Marketing Manager

SUMMARY OF MISSION

This is to produce videos for each of the sections of the Web TV. A section contains different videos depending on the topics covered. Videos to shoot and edit are mainly of two types:

- Videos taken in the field
- Studio videos (guest interview)
- Videos broadcast live on the Web TV
- Motion design for certain sections that require animations (instructions, tutorials, etc.)

• Languages: People will be interviewed in the language they understand. A voiceover will translate into French (on the video in French) and in English (on the English version) as required.

• Copyright: All productions under the contracts are intended to be distributed free of charge and will be the property of CORAF.

CORAF will make available to the provider selected all the information necessary for the production of the programs.

MODALITIES OF PRODUCTION

During the duration of the production of the programs, the selected service provider will work in close collaboration with the DeCoM team (Communication and Marketing Department) of CORAF.

The production of each program will go through the following steps:

1. Reception of the synopsis

The service provider will receive a synopsis sent by the CORAF storyteller for each program related to the theme.

2. Locations

On the basis of the synopsis, the service provider tracks the selected filming locations in collaboration with the Web TV manager. He delivers a planning of the shooting at the end of this identification.

3. Shooting

The location of the production is determined by the person in charge of the Web TV who will announce the nature of the shooting (image capture, interviews in the field with the beneficiaries and partners concerned by the experience which will have to appear in the video).

4. Finalization

After having obtained CORAF's observations on the first version of the mounted program, the service provider incorporates the necessary changes and carries out the final editing of each video.

5. Shipment of final products

The videos (in MP4 1080P) in French and/or English versions are sent to CORAF online (via a file sharing server) or on physical medium if necessary.

DELIVERABLES

For each program made the successful provider will deliver to the sponsors:

1. A schedule of the shooting;
2. A copy of the video edited in French and/or English in MP4 1080p format
3. Transcripts of video dialogues are delivered electronically

PROFILE OF SERVICE PROVIDER

The service provider must be a communication agency or an audiovisual production company with proven experience in the communication and production of television programs and/or Web TV.

Proficiency in both French and English is essential to achieve these missions.

Knowledge of the issues and challenges related to CORAF's different areas of intervention will be an asset.

The selected service provider undertakes to set up a complete and competent team to produce the programs in good conditions. This team must have at least the following profiles:

4. **Director:** key person in this project and the main intermediary between the provider and CORAF throughout the process of making the films. He must have an experience of at least five (5) years in audiovisual production and direction; must be proficient in French and English; must be creative and original.
5. Experienced **Cameraman**.
6. Experienced **Sound recorder**.
7. Experienced **Technician editor**.
8. Experienced **Graphic designer**.

SUBMISSION

The application file is composed of a technical offer. It will be in a sealed main envelope marked **“Production of WebTV programs”**.

The technical offer must include the following elements:

- The methodology used to conduct the missions with a Schedule highlighting the main production phases of the programs.
- A presentation of the equipment available to the agency to produce the videos.
- A note on the human resources of the agency.
- The agency’s references in the field of communication and audiovisual production. Competitors must justify this experience with certificates of completion in original or certified true copies, indicating the date of completion of the services.
- Supports containing (or links to) similar productions made during the last 5 years.
- The detailed and signed CV of the director proposed to lead the missions.
- The CVs of the other members of the team proposed by the provider.
- Any other reference deemed useful.

NB: The availability of a device necessary for live broadcast is an asset.

TENDER SELECTION PROCEDURE

The tender selection is made by a CORAF panel in accordance with the bid evaluation criteria presented in Annex 1:

- Review of technical offers
- Selection of the 3 best offers.

The successful provider will be the one who received the highest score in view of the technical offers.