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## **CALL FOR PROPOSAL**

### **CONSULTANCY SERVICES FOR PRODUCTION OF DOCUMENTARY FILM FOR AU- AU/CIEFFA**

Reference No.: **CIEF/ ED/1/70.05.18**

#### **1. Background**

The African Union International Center for Girls' and Women's Education in Africa (AU/CIEFFA) is a specialized institution of the African Union under the AU Commission Department of Human Resources, Science and Technology.

Burkina Faso is hosting the AU/CIEFFA Headquarters in Ouagadougou since 2001.

AU/CIEFFA was established by a decision of the AU Heads of State and Government in July 2004 to coordinate the activities of the African Union Commission in relation to the promotion of girls' and women's education in view of fulfilling their rights to education, training, making them economically, socially and politically independent persons.

The mission of AU/CIEFFA consists of the following in general terms:

1. To develop and strengthen the legal and institutional framework for inclusive girls' education;
2. Promote the mainstreaming of a gender-sensitive approach into development policies and programmes;
3. Set up an information and exchange network on girls' and women's education;
4. Develop multiple and fruitful advocacy and partnership avenues for the promotion of girls' and women's education;

5. Support research on girls' and women's education and training ;
6. Coordinate actions towards the promotion of girls' and women's education;

## **2. GENERAL OBJECTIVE OF THE CONSULTANCY**

As part of its advocacy, capacity building and consultation activities with the various stakeholders, AU/CIEFFA has worked with the Ministers in charge of Basic Education and Higher Education, the Ministers in charge of Gender issues, the civil society including traditional and religious leaders; development partners, women's education champions, the media, among many other actors.

In order to document all the outcomes of such different meetings organized by the AU/CIEFFA, the Center wishes to produce documentary films using interviews, videos and photographs that were generated during the various meetings in view of making media advocacy materials and achieving enhanced visibility of the Center at both continental and international levels.

## **3. SPECIFIC OBJECTIVE OF THE ASSIGNMENT**

The selected FIRM shall tap on available AU/CIEFFA videos to produce three documentary films of three minutes each, in English subtitled in French and vice –versa on the following themes for which brief description and content is provided below.

### **A. THE MANDATE AND ACTIVITIES OF AU/CIEFFA**

The first document film will be on the mandate and activities of AU/CIEFFA. It will present:

- ❖ The mandate and vision of AU/CIEFFA through the activities that were carried out;
- ❖ The challenges facing AU/CIEFFA in relation to the implementation of its objectives
- ❖ An interview of AU/CIEFFA managers on successful initiatives and actions (success stories) in the area of girls' education promotion as well as the difficulties encountered in the implementation of the activities;

- ❖ Through very clear-cut and understandable commentaries, lively pictures and interviews of great interest, the documentary will highlight the mandate of AU/CIEFFA.

## **B. FEMALE DROP-OUTS IN AFRICA**

The second documentary film shall address the issue of girls that have drop out of school in Africa. The film will shed light on:

- ❖ The issue of young girls and women dropping out of education institutions, as expressed by the various participants in different AU/CIEFFA activities;
- ❖ Through very clear and understandable commentaries, lively pictures and really interesting interviews, the challenges, barriers and other socio-cultural constraints that persist up to now, hindering the promotion of young girls' education in Africa, will be shown;
- ❖ Persisting challenges but also existing best practices of girls' retention in lower and higher education and training structures, will be debated;
- ❖ Some success stories of girls' retention in the educational system will be shown in the perspective of some participants
- ❖ An opening onto the way forward in terms of girls' retention, based on participants words and suggestions;

Voice-over commentaries in both French and English.

## **C. PROMOTION OF STEM AND TVET**

The third documentary film will deal with the issue of access to STEM (Science, Technology, Engineering, and Mathematics) and TVET (Technical and Vocational Education and Training) for young girls and women in Africa.

The film is intended to show:

- ❖ The issue of girls' and women's access to STEM and TVET as stated by different participants during a number of AU/CIEFFA activities;
- ❖ Through very clear and understandable commentaries, self-evident pictures and high interest interviews, the documentary will highlight the persisting difficulties, obstacles

and other socio-cultural constraints that prevent and hinder African women' and girls' access to STEM and TVET.

- ❖ Persisting challenges but also existing best practices of STEM and TVET access for African women and young girls;
- ❖ Some success stories in the area of STEM and TVET promotion as discussed by some participants ;
- ❖ The way forward in the area of STEM and TVET for girls, building on insights and suggestions from participants ;
- ❖ Voice-over commentaries in both French and English.

These three documentaries will serve as:

- ❖ Advocacy tools to make government officials, development partners, education male and female actors to develop more relevant, more vigorous initiatives and actions to enable better access and retention, more success and improved living conditions in general for girls and women in education and training structures. A documentary would raise a stronger interest in girls' and women's education in Africa;
- ❖ A tool for promoting and raising interest in the mandate of AU/CIEFFA.

#### **4. Consultant Activities**

The consultant is expected to:

- Conduct field interviews and shootings deemed relevant with resource persons who have shown interest in the issue, so as to further enrich the documentary in addition to the interviews with some participants in existing AU/CIEFFA videos,
- Produce three different, three minute high quality documentary films using interviews, videos and photographs that were generated during the various meetings.with Voice-over commentaries in both French and English. The format of broadcast and filming proposed will have to conform to the standards: 16/9, 25 pictures/sec, full HD, AVI, MPEG 2, MPEG 4 or MOOV for the diffusion and for the shooting: full HD, or 4k and with the ability to convert the same video to verbatim (audio spot);

- Submit each documentary film in DVD (05), VHS (01) and flash disk forms in both English and French.

## 5. Key Deliverables and schedule

	Activities	End May/June				July			
		1	2	3	4	1	2	3	4
1	Proposals submission								
2	Inception Report outlining the understanding of the assignment								
3	Draft documentary films								
4	Final documentary films in a format and numbers requested above								

## 6. Reporting and Communication:

The consultant will report to the Head of AU/CIEFFA office

## 7. Qualifications and Experience of the firm

- Minimum of Five Years' of experience in the area of film, documentary writing, producing, directing and editing;
- Proven record of performance excellence regarding themes/target groups that are similar to the above mentioned ones;
- Ability to effectively apply high production and technical standards for the purpose of maintaining high level of professionalism
- Ability to work both in English and French Languages

## 8. The Firm is expected to provide Proposals

The African Union Commission now invites eligible **firms** to submit a proposal for provision of the Services. Interested firm must provide information demonstrating that he/she has the required qualifications and relevant experience to perform the Services.

## **7. Evaluation criteria**

For evaluation of the expressions of interest the following criteria will be applied:

- a) General experience of the firm (20)
- b) Experience Related to the Assignment (25 points);
- c) Technical approach and methodology (35 points)
- d) Work plan (10 points)
- e) Language (10 points);

Interested firms are requested to submit the following documents for AU/CIEFFA's consideration:

- a) Technical Proposal not exceeding 8 pages on:
  - understanding and interpretation of the TOR
  - methodology to be used in undertaking the assignment
  - CVs of key personnel to be engaged in the production of documentary
  - Documentary synopsis including description of methodology and work plan(Not exceeding three pages)
  - Detailed filming plan and time table(Pre-production, production and post-production)
  - Detailed technical information of the equipment intended for use ;camera, light, sound and other video production equipment
  
- b) Financial proposal not exceeding 1 page
  - Consultant's daily rate in US\$
  - Film crew cost and estimated days of shooting
  - Editing process and cost related to editing
  - Cost of dubbing and subtitles captioning
  - Cost related to cost production process

- Total cost

c) Samples

The firm is expected to submit samples of previous work done for renowned national or international organizations

**8. Response to the call**

Further information can be obtained at the address below during office hours 8:00-13:00hrs and 14:00-16:00 hours Local Time in Ouagadougou.

Proposal must be delivered in a written form to the address below not later than 2400 hours local time, 07<sup>th</sup> June 2018:

**Ms Mariama Mahamane**  
**01 B.P 1318 Ouagadougou 01**  
**Burkina Faso**  
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