



REQUEST FOR TECHNICAL AND FINANCIAL PROPOSAL

TERMS OF REFERENCE

PRODUCTION OF SHORT VIDEO AND HIGH RESOLUTION PHOTOGRAPHS FOR PILOTING EFFICIENT

COOLING FOR SUSTAINABLE OCTOPUS SUPPLY CHAINS IN SONGOSONGO ISLAND (KILWA, TANZANIA)

1. Introduction

The activity is under the project which is aimed at piloting efficient cooling for sustainable Octopus supply chains in Songosongo Island (Kilwa, Tanzania). The significant contribution of Octopus fishery to international markets in Tanzania is well recognized within fisheries related literatures. The fishery is a source of livelihoods, employment and income

to many people from the beach level to international markets. It is a leading fishery in terms of export volumes in Tanzania. Despite its importance, the fishery is under increasing pressure from artisanal and export industrial fish processing firms linked to increased demand for octopus in overseas markets. This has

not only led to overinvestment (high fishing pressure) but also illegal fishing practices and habitat destruction by local fish harvesters and exploiters who are connected in networks of fish supply and markets channels. Post – harvest loss is one of the major challenges faced by actors in octopus fishery. The loss, mostly quality loss (90% for the entire Tanzanian coast), is largely caused by inadequate application of Cold Chain System (CCS), longer fishing and transportation periods, and poor storage condition in Songo

songo Island. Over 85% of fishers and traders in Songosongo experience huge quality loss, especially during opening of closed seasons. Bulk production coupled with limited ice supply,

poor handling facilities and inadequate storage are some of the factors that make them succumb to high quality

loss. Lack of electricity and electricity breakouts is another major source of post-harvest loss in octopus fishery affecting many actors, especially those dealing with fresh and frozen octopus using domestic freezers. The poor quality frozen products are often sold at reduced prices to producers of cured octopus. High demand of octopus and poor storage and

preservation facilities contribute to plug the fishery in

unsustainable tendencies – in production, storage and

preservation, to marketing nodes.

In order to raise awareness about the importance of Octopus fishery to various audience, their key drivers of change, challenges and opportunities in production, storage, marketing and distribution of this important fishery, WWF Tanzania is seeking for a communication 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 short video and high resolution photographs showing the situation before and after the installation for the cooling plant that can be used in various communications and awareness platforms. This will involve travelling to Songosongo Island in Kilwa District, to collect the necessary material.

Methodology

Consultant selected for this assignment will perform the

following indicative tasks:

- Develop the video concept and scenario to be discussed with WWF team;
- Present a work plan for the assigned work specifying travelling days;
- Travel to Songosongo Island to collect media material;
- Perform appropriate short interviews with the Projects' major partners, beneficiaries and stakeholders;

- Work on the desired products for this consultancy, including high resolution photographs and videos.

Deliverables/Expected Outputs: The consultant will produce:

(a) One 5 minutes video in HD

- Video shooting and editing;
- Narration, translation and subtitles in English/and swahili where necessary;
- Script development;
- Full usage rights for music (or music for which copyright has been granted);
- One fully-produced clip of approximately 5 minutes

in length in 1080p (HD) resolution aimed at sharing with national audience including government institutions, CSOs, local stakeholders, local communities as well as an international audience.

The video must highlight purpose and goal of the project, including: interviews with local people (fishers, fish traders, ice flake supplies, village leaders, BMU leaders and VICOPA

beneficiaries in Octopus fishery), document impact of illegal fishing (iron stick) and post-harvest losses on reef fisheries biodiversity and local communities, importance of reefs for all community groups including women, showcase how fish production is linked to health reef ecosystem, economic value of octopus fishery, interview with fishers and fish traders working on Songosongo Island talking about how the project has benefited them including capacity building on value

addition, Value Chain Analysis research for local and

international market, as well as private sector activities in buying fish (Tanpesca), supplying tape water (TPDC and SONGAS) and electricity (TPDC) on the Island. The video must showcase success stories, lessons learnt and challenges

before and after the installation of ice producing plant/machine in September 2020.

(b) High resolution photographs (with at least forty-five (45) high resolution photographs)

At least 45 high quality and high resolution, edited and

captioned pictures delivered on CD and flash.

Photographs should include:

(c) Community stories

Two written impact stories of individuals of local community interviewed during the trip to the Songosongo Island including statements which

should be linked to the script of the video and photos.

(d) Report

A detailed report on all photography and filming locations (GPS points), including names and contact details of all individuals photographed or

that will appear on film. The report must include at least 5 powerful statements by community members and other stakeholders to be used

in reports and fact sheets.

5. Timing and Location

This consultancy will entail up to 14 days of field work including travelling (at the beginning and towards the end of filming in Sept) and 7 days of editing and reporting, beginning upon the signature of contract with WWF-Tanzania Country Office. All travel and accommodation will be covered by WWF TCO.

Timing: June – 30th Sept 2020 (to cover before and after the installation of ice producing machine)

Location: The consultant will have to travel to the Island, where the project is being executed and WWF TCO will facilitate travelling to field site.

6. Logistical Support

WWF will provide logistical support including arranging flights, accommodation and introduction to the island stakeholders. WWF in field staff and Kilwa and M and E will provide some local assistance such as arranging meetings with Governmental representatives, CSOs and community members.

7. Eligibility/Qualification of Consultants

The consultant(s) should have:

- Exceptional photography skills;
- Outstanding videography skills;

- Excellent photo and video editing skills;
- Previous experience in producing international quality documentaries;
- Experience working in remote areas in Tanzania/ Southern African region, experience working in Tanzania preferred;
- Proven ability to work in multicultural environment;
- Ability to adhere to deadlines and flexibility;
- Availability to travel immediately, upon signing of the contract;
- Swahili skills will be an advantage.

8. Copyright and Intellectual Property Rights

In consideration of the fees paid, the Consultant expressly assigns to WWF-TCO any copyright arising from the works the consultant produces while executing this contract.

The consultant may not use,

reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from the

WWF-TCO. All materials collected will be property of WWF TCO and submitted in proper storage devices.

9. Payment Schedule

Payments will be made in three instalments:

- 30% after delivery of work plan, shooting schedule and scripts for the two periods (before and after the installation of ice producing machine)
- 25% after delivery of 20 high resolution photographs and 1 written story before the installation of ice producing machine; and
- 45% after delivery and approval of 45 high resolution photographs and 1 short video/documentary and 1 written impact story (after installation of ice producing machine) and project report.

10. Applications

All applicants must meet the minimum requirements described above.

Only short listed candidates will be contacted.

Each application should include the following:

- Cover letter with the applicant's current contact information including how the candidate's previous experience matches the consultancy objectives as well as their interest for the position (no longer than two pages);
- Technical proposal on how they intend to carry out the assignment;
- Financial proposal/detailed budget of the project;
- CV of consultant and professional references or letter of recommendation;
- Samples of recent similar assignments: online portfolios and links to video work/documentaries;

11. INSTRUCTIONS FOR SUBMITTING PROPOSALS

Interested Consultant/Bidder should submit his/her financial and technical proposal to

the email address below;
To:

Secretary Procurement Committee

World Wide Fund- Tanzania Country Office

Off Mwai Kibaki Road, Kiko Street Mikocheni

P.O.Box 63117 Dar Es salaam

Tanzania

Email: tz.procurement@wwf.panda.org

All applications will be received not later than 17.00pm, Wednesday 20th May, 2020, East African Time. Applications not including all of the above information will not be reviewed. Only short listed candidates will be contacted.