

TERMS OF REFERENCE (TOR)

Statement of Work: Provision of Services Related to the for the ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE)

Project Title: Capacity-building support for the ECOWAS Centre for Renewable Energy and Energy Efficiency in the scope of the Global Network of Regional Sustainable Energy Centre (SAP ID: 180287)

Date: 20 January 2022

1. PROJECT SUMMARY AND OBJECTIVES

Under this project, UNIDO assists ECREEE to adapt technically and institutionally to the new requirements of the ECREEE Strategic Plan covering the period 2017 to 2021. ECREEE is at cross-roads and needs to adjust its internal proceedings and competence to changing demands of the ECOWAS Member States. Since its operationalisation in 2010, major progress has been achieved. Currently, the creation of ECREEE has been considered as an effective regional policy response from the ECOWAS Ministers of Energy to the oil price emergency in 2008 and the urgent need to reduce fossil fuel dependency. In a very short time, ECREEE has positioned itself as an entry point and hub for promoting renewable energy and energy efficiency in the ECOWAS region. The centre has established a regional policy framework, which includes specific targets for the years 2020 and 2030. In 2020, ECREEE celebrated its first 10 years anniversary.

2. GENERAL BACKGROUND INFORMATION ON ECREEE

2.1 The ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE)

ECREEE was established in 2010, in response to the energy crisis in the ECOWAS region. Over the last decade, the Centre has actively contributed towards improving access to modern, reliable, and affordable energy services by creating favourable conditions and supporting activities directed at mitigate existing technological, financial, economic, business, legal, policy, institutional, knowledge and capacity related barriers. ECREEE played a critical role in the adoption of a community vision of ensuring universal access to energy by 2030, as well as development and implementation of four major regional policies, including the renewable energy policy, the energy efficient policy, bioenergy policy, and gender policy.

3. OBJECTIVE OF THE ASSIGNMENT

ECREEE is seeking for the services of a qualified company to **produce two (2) documentary videos, to be used for communication and advocacy.**

The first video is an introductory video of 3 to 5 minutes, showing the establishment of ECREEE, its mandate, major activities and how it functions, including collaboration with partners. The video will mainly be used to introduce ECREEE to partners and other stakeholders. This video will be produced in the three (3) ECOWAS official Languages – English, French and Portuguese.

The second video will seek to highlight ECREEE's achievements since its inauguration, its contribution to the region's energy sector, the resources it has been able to mobilize, its renewable energy projects portfolio - completed and ongoing, as well as planned. The 10 min video would be produced in English, in two (2) copies, subtitled in French and Portuguese. Interviews will be required with designated experts from the member states, either in English, Portuguese or French.

The final products will be promoted on social media, shared on YouTube and used at relevant events.

The interviews will be conducted in the following countries – Cabo Verde, Burkina Faso, Cote d’Ivoire, Senegal, Sierra Leone and Nigeria; and interviewees will be from the respective Ministries of Energy, the private sector, rural electrification agencies and other ECOWAS Institutions. Additionally, the ECREEE core Donors – i.e. UNIDO, the Austrian Development Agency (ADA) and the Spanish Agency for International Development Cooperation (AECID) – will be interviewed.

4. THE SCOPE OF THE PROPOSED CONTRACTED SERVICES, DELIVERABLES

The proposed assignment is to be completed **XX¹ working days within 3 months** from the countersignature of the contract. The assignment has the following scope:

Activities	Outcomes/ Deliverables	Price/Item in EUR ²	Indicative Duration	Location
Stage 1: Inception				
<ul style="list-style-type: none"> ✓ Understand goals and context; ✓ Review existing materials and information; ✓ Collect ideas for the script and potential animations; ✓ Define the specific goals, target groups and impact; ✓ Produce the inception report, including proposed changes by ECREEE and GN-SEC counterparts; 	Approved inception report outlining the overall concept, script and scenario for the two short films, accompanied by a detailed schedule outlining pre-production and post-production.	€	X working days	Home based
Stage 2: Development				
<ul style="list-style-type: none"> ✓ Perform detailed review of existing materials; ✓ Perform relevant editing of existing videos; ✓ Develop a creative script and storyboard; ✓ Develop an interviewee list, questions and plan for the interview. 	Concept including among others: <ul style="list-style-type: none"> ▪ List of materials reviewed and existing video footage edited ▪ two videos storyboard incl. script ▪ List and plan of interviewees ▪ Filming locations details (online and/or face to face) 	€	X working days	Home based
Stage 3: Filming and Delivery of video 1				

¹ The bidders should state the total number of the expected working days, based on the two separate work packages of this assignment.

² Please explicitly state in your financial proposal the respective costs for each stage, as well as the total cost (please specify the daily rate for each team member).

<ul style="list-style-type: none"> ✓ Video filming and interviewing of selected interviewees ✓ Video cut: edit together all images, voice over text and other video contents. ✓ Ensure that the images, logos policies and graphics are in line with the visibility guidelines of ECREEE and partners ✓ Produce the first version of video 1 for input 	<ul style="list-style-type: none"> ▪ Draft Video No.1 (in three (3) copies: EN; EN with French subtitles; EN with Portuguese subtitles) ▪ Comments from ECREEE ▪ Selection of uncut footage (interviews as well as other shots) for archiving and future use 	€	X	working days	Home based
Stage 4: Filming and Delivery of video 2					
<ul style="list-style-type: none"> ✓ Video shooting and interviewing of selected interviewees. The Contractor should use journalists within the region to conduct the interviews. ✓ Edit together all images, voice over text and other video contents. ✓ Ensure that all images, logos, policies and graphics are in line with visibility guidelines of ECREE and partners ✓ Produce the first version of video 2 for input ✓ Video script and subtitle files submitted to ECREEE for translation 	<ul style="list-style-type: none"> ▪ Two (2) videos with comments from ECREEE ▪ Comments from ECREEE ▪ Selection of uncut footage (interviews as well as other shots) for archiving and future use 	€	X	working days	Home based
Stage 5: Final Delivery of Video No.1 and No.2					
<ul style="list-style-type: none"> ✓ Video script and subtitle files translated by ECREEE into French and Portuguese include in the videos ✓ Final production video 1 and 2 considering the comments received in Deliverable 5 <ul style="list-style-type: none"> ○ Include subtitles in French and Portuguese. 	<ul style="list-style-type: none"> ▪ Translated Script (From ECREEE team, but finalized by video team) ▪ Video No. 1. And Video N. 2 delivered in 3 versions: EN; EN with French subtitles; EN with Portuguese subtitles) ▪ Each videos to be delivered in full HD version and web version 	€	X	working days	Home based

5. Technical and Institutional Requirements

The contractor will be required to deliver the following:

All used raw files (video, photos, and audio) and sheets in raw format. All files will be handed over and become property of ECREEE, including all the raw (editable) documents format(s) that were used during the production stage.

All communication materials developed/updated during this assignment must align with the ECOWAS and ECREEE branding manual/corporate identity. The contractor will be responsible for coordinating all potential sub-contracts that relate to the voice-over, editing, translation, or any other activities foreseen to finalize the assignment.

The selected contractor must have full copyrights on all audio-visual and designed materials, to ensure there are no copyright infringements. The contractor will provide copy of all the materials used in the production of these videos.

The **minimum standards**³ for the video quality are as follows:

Description	Dimension
Frame size and image dimensions	1440 pixels wide x 1080
Variable Bit rate	18,50 Mbits/s
Screen Aspect Ratio	16:9
Interlacing	Compatible Version

6. GENERAL TIME SCHEDULE

Within a period of three (3) months after the countersignature of the contract, the deliverables of the assignment shall be provided for:

Following below, the suggested general schedule (to be adapted to each organization):

Deliverables	Month 1				Month 2				Month 3		
Months	1	2	3	4	5	6	7	8	9	10	11
D.1: Inception Meetings with ECREEE	■										
D. 2: Material Review and scripting for ECREEE		■	■								
D 3: Filming and Delivery of ECREEE video 1				■	■	■					
D. 4: Filming and Delivery of ECREEE video 2							■	■	■	■	
D. 5: Delivery of Final Videos as per scope of work											■

7. COORDINATION AND REPORTING

The Contractor will report directly to the Information and Communication Technology team of ECREEE. All day-to-day reporting and correspondence shall be in English; and the contractor can undertake the assignment remotely.

Disclaimer: The Consultant must explicitly agree that any information collected and analyzed during the contracting period is subject to a data privacy clause and a non -disclosure

³ It can be higher.

agreement. All products and services delivered under this contract shall pass into the exclusive ownership of ECREEE, including all use and distribution rights connected to it.

8. EVALUATION and PERSONNEL QUALIFICATION

Received bids need to comply with, and will be evaluated against the following criteria:

Minimum Eligibility Requirements		value	score
1	Immediate availability of the contractor;	Yes	qualify
		No	does not qualify
2	Video production company, institution or individual, registered as a legal entity with at least five (5) years of experience in the video production field (please provide a copy of the Certificate of Incorporation).	Yes	qualify
		No	does not qualify
3	Financial Strength of the company. Please provide a completed and signed <u>Financial Statement Form, declaring the income and expenditures of the last three years.</u>	Yes	qualify
		No	does not qualify
4	Completed and signed Statement of Confirmation (Annex 1 to the TOR).	Yes	qualify
		No	does not qualify
5	Completeness of the technical and financial offer (e.g. CVs, track-record of communication projects/training, legal and financial documents, all-in price incl. all taxes);	Yes	qualify
		No	does not qualify
6	Minimum of master's level education in communication, public relation, and related fields; development studies and gender safeguards experience is an asset;	Yes	qualify
		No	does not qualify
7	Official advanced certificate in communication ;	No	does not qualify
		No	does not qualify
8	Team leader demonstrates at least seven (7) years of experience in developing and implementing institutions communication plan and providing related training. Experience in providing communication consultancy in energy field is an asset. <i>All reports and training need to be issued in English.</i> <i>Team fluency in Portuguese and French will be an asset.</i>	Yes	qualify
		No	does not qualify
9	Experience in working with regional organization such as ECOWAS and/or international organization in West Africa will be an advantage.	Yes	qualify
		No	does not qualify
Criteria for the Quality Assessment of Technical Offers		value	score
1	Quality and coherence of the overall technical offer and efficiency of the proposed execution modality, team set-up and effort to mainstream gender equality ;	convincing	40%
		regular	20%
		poor	0%
3	Quantity and quality of the provided track-record of experience in video production;	good	30%
		regular	20%
		poor	0%
4	Scope of experience of the project team/consultant in developing script, cutting and mixing footages following different donors requirements;	good	30%
		regular	20%

		poor	0%
5	Experience with gender-sensitive video production and 1% cost allocated to gender mainstreaming.	good	30%
		regular	20%
		poor	0%
MAXIMUM SCORE			100%

In accordance with ECREEE procurement rules the technical acceptable bid with the lowest (**all-inclusive**) price will be awarded. Only technical proposals with a quality score of 70% or more will qualify. ECREEE reserves the right to request additional information from bidders if necessary.

9. APPLICATION PROCEDURE

Applicants shall submit their written proposals in English:

- ✓ Certificate of incorporation
- ✓ A technical proposal that shows I) how the solution being proposed meets the service requirements of this TOR, ii) methodology, iii) detailed implementation schedule, and iv) responsibilities of the service provider's personnel, and UNIDO and ECREEE staff;
- ✓ Track-record of similar work with samples with written endorsements from, at least, two clients of the service provider; and links to videos produced;
- ✓ Financial proposal in EUR including all costs and taxes (i.e. a detailed work-time-expert-diagram indicating daily rates for individual team members);
- ✓ The CVs of the selected team;
- ✓ Copies of certificate and other relevant documents as described in the evaluation criteria.

Applications will be evaluated based on the responsiveness to the TOR. If selected, the service provider will be required to sign a confidentiality agreement.

10. FURTHER INFORMATION

Applicants are requested to submit their proposals no later than 13:00 hrs (GMT) of 3rd March 2022, by sending applications to com-strategy@ecreee.org.

Further information is available at:

- <http://www.ecreee.org>
- <http://www.unido.org>