



## Terms of Reference (TOR)

- Post Title:** Consultancy for production of a video documentary of ECREEE EREF 3 co-funded projects
- Type of Contract:** Consultancy
- Duration:** To be completed by 30/11/2020
- Duty Station:** Home Based with travels to the countries where the projects are being implemented and to ECREEE headquarters
- Deadline of submission:** 31/03/2020

### I BACKGROUND

The ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE) is a specialized organization of the Economic Community of West African States (ECOWAS) with the mandate to contribute towards the sustainable development of the West African region through the establishment of enabling environments for renewable energy and energy efficiency market development.

The Centre undertakes key activities in the areas of project development, knowledge management, capacity building, awareness raising and business and investment promotion.

The policies include a broad range of RE&EE measures to be implemented at regional and national levels, and represent the ECOWAS contribution to the achievement of the Sustainable Energy for All (SEforALL).

The energy sector in West Africa is characterized by low electricity levels of energy access, which reached 52% in 2017 (ECREEE, 2019), a number which fails to highlight the significant gap between access levels in urban and rural areas, as is the latter the access rates are estimated to be lower than 30% in most Member States. The urban-rural gap can be explained by the difficulty of cash-strapped utilities to undertake expensive grid extension plans to reach out to communities outside the biggest cities and towns, high generation costs still mostly based on fossil fuels and the presumed low ability to pay of rural communities.

Clean energy mini-grids (CEMG), defined as small generation and distribution grid systems providing electricity for community(ies) not connected to the main national grid, where a significant portion of the electricity are generated by renewable energy sources, are seen as viable alternatives to provide energy access to off-grid communities, both economically (they can be significantly cheaper to develop and operate when compared to grid extension, providing there's a minimum energy demand and population density in the area) and environmentally, due to the use of locally available clean energy sources.

ECREEE has worked extensively to promote CEMG through awareness raising, capacity building, technical studies as well as subsidy programs. For the latter, the ECOWAS Renewable Energy Facility, a co-financing window for small-to-medium scale projects created in 2011, is the main ECREEE instrument to provide subsidies for the implementation of CEMG in West Africa. Starting with EREF 2, ECREEE has supported the development of a dozen CEMG, whose experiences are collected and disseminated in the region. They also contribute towards the attainment of ECOWAS targets regarding energy access, with the region aiming to have at least 25% of its rural population served from renewable energy by 2030.

Supported by USAID, the 3<sup>rd</sup> EREF Call was launched in late 2018 with the goal of identifying suitable CEMG projects for co-financing. Thirty-one proposals were received and seven were selected for grant award.

## **II SCOPE OF THE WORK**

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In view of ensuring quality of materials used for advocacy and public dissemination, ECREEE is seeking to recruit a resourceful consultant (agency, company or individuals) to develop a video documentary about the EREF 3 co-funded projects, their implementation on the ground across the seven (7) selected countries, the impact in the communities and the transformational value of these projects.

The overall objective of this assignment is to produce a video of maximum 30 minutes explaining the ongoing EREF 3 projects co-funded in West Africa, namely in Cabo Verde, Togo, Nigeria, The Gambia, Sierra Leone, Mali and Ghana. This multimedia content must highlight some specific aspects of the projects such as how they were conceived, how they have been implemented, how the support offered by ECREEE was crucial for its concretization and in what extent the project benefited the local communities, showing the status before and after the project implementation. It should also stress the role of ECREEE in the region and how its activity is contributing to increase energy access through renewable energy in rural and peri-urban areas.

The consultant is expected to capture video in all seven project countries before, during and after project implementation, capturing the main milestones of the said projects, including but not limited to: arrival of renewable energy generation equipment and to the local port and/or communities; installation; household connections; commissioning.

The main purpose of the video is to increase visibility on ECREEE activities, notably EREF, and serve to support fundraising efforts of the institution.

The production will be targeted to ECREEE's relevant stakeholders involved in the field of RE and EE, particularly in West Africa, donors, partners, ECOWAS countries and governments and also to the general public.

The video will have the narrative in English (voiceover) and subtitles available in English, French and Portuguese.

## **III ACTIVITIES, DELIVERABLES AND TIME SCHEDULE**

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The activities should start immediately upon signing of a contract.

The production of the video entails undertaking specific tasks in close collaboration with the EREF 3 project team and the ECREEE Communications Unit. The consultant will be responsible to:

Under the supervision of EREF 3 team, through the Communications Unit, the consultant will:

- Develop a creative script and storyboard which will be submitted for discussion and approval.
- Perform appropriate video filming and interviews with the selected interviewees based on the list agreed upon with project team (the aforementioned target group, ECREEE Partners and EREF 3 project team and ECREEE Executive Director).
- Comply with the agreed time schedule for the trips to the respective project sites

- Provide for all the aspects for the conception of the video (aspects such as the footages, translate the content with captions into three ECOWAS languages (English, French and Portuguese), record the voice over and the edition of all this contents).
- Ensure that the content stresses key aspects outlined in the objectives.
- Explain/describe the EREF 3 approach, how it was conceived, how it works and its merits, and integrate ECREEE and the partners;
- Images (incl. licenses) which were acquired for the production of the video
- Produce and submit FINAL video documentary of maximum 30 minutes in MPEG2 and in High Definition optimized for online display and distribution.

Note: The minimum standards for the video quality are as follows:

DESCRIPTION	DIMENSION
Frame size and image dimensions	720 pixels wide x 576
Variable Bit rate	10.08 Mbit/s
Screen Aspect Ratio	4:3
Interlacing	Compatible version

The activities to be done in order to have the final product shall be divided in two phases

**(i) Phase I: Conception of the concept (deadline: 1 week)**

- Provide the overall concept of the video (script) and the storyboard, which is submitted for discussion and approval;
- Development of the story (voice over) in English,
- Research and collection of suitable images and other graphical material which are part of the production

**(ii) Phase II: Production of the video**

- Filming the projects implemented under EREF 3 in the following countries: Cabo Verde, Ghana, The Gambia, Nigeria, Mali, Sierra Leone and Togo;
- Coordination of the interviews with the project end-users on the selected communities, the project developers, the municipalities and partners;
- The voice over will be in English;
- Editing the video, subtitled in English, French and Portuguese. The consultant will be responsible for coordinating all necessary sub-contracts for editing, speaker, music, translation, etc.
- Provide the thirty minutes minutes video in MPEG2 format and HIGH DEFINITION optimized for on-line upload and distribution;
- Provide the final product in two DVDs and in flash drives;

**IV CONTRATUAL ARRANGEMENTS AND REPORTING /COORDINATION**

The Consultant will be hired under ECREEE terms of contract, will report directly to the EREF 3 project team, through the Communications Unit.

The consultant will periodically inform the client on the progress of the work and all reports and draft documents/resources will be submitted to the Head of the Communication Unit within timing stipulated.

ECREEE as the Client shall provide necessary support to the Consultant in order to execute the assignment during the duration of the consultancy. These shall include:

- Relevant documents concerning the seven selected projects, including implementation schedule;
- Contacts of project promoters and ECREEE National Focal Institutions in the seven project countries;
- Contact of local journalists / filming crews, if available.

## V LOCATION OF TECHNICAL SERVICES AND MISSIONS

The assignment is home-based, with constant communication and knowledge exchange with EREF 3 project project team and the ECREEE Communication Unit through email, phone or Skype.

Filming should be performed in all seven project countries towards inclusion in the final video documentary.

## VI LANGUAGE OF WORK

The day to day working language with the project team will be in English.

## VII FORM AND EVALUATION OF PROPOSALS

Proposals will be evaluated in accordance with ECREEE procurement procedures and regulations, considering the following requirements and criteria:

<b>QUALIFICATION REQUIREMENTS</b>	<b>EVALUATION CRITEREA</b>
<p><b><u>Profile of Consultant/Team</u></b></p> <p>The consultant/team is expected to have the following profile:</p> <ul style="list-style-type: none"> <li>• Extensive experience in video production (particularly producing and editing documentaries, videos and radio productions)</li> <li>• Extensive experience in producing development work related documentaries for international organizations with the aim of reaching both local and international audiences</li> <li>• Excellent technical capacities (state of art filming equipment preferably High Definition) to ensure smooth and high quality production.             <ul style="list-style-type: none"> <li>• Ability to effectively coordinate a large multi-stakeholder project production;</li> </ul> </li> <li>• Excellent creative skills and advanced command over a full range of video production software and equipment, including use of drones.</li> <li>• Advanced knowledge of photography and image editing</li> <li>• Ability to deliver timely and high quality results.</li> </ul>	<p>The best offer will be determined as follows:</p> <p><b><u>80% Quality of technical part</u></b></p> <ul style="list-style-type: none"> <li>- Qualification of consultant/team;</li> <li>- Quality and quantity of track-record of work experience in the required field;</li> <li>- Quality of proposed methodology: shows clear understanding of all technical aspects related to services requested. It provides a plan and gives an outlook on the provided solutions to achieve the set objectives and meet all the requirements</li> </ul> <p><b><u>20% Financial part</u></b></p> <p>For the evaluation of the best financial offer the following costs will be considered:</p> <ol style="list-style-type: none"> <li>a. Personnel Costs: budget table according to the expert diagram (showing the individual daily fees of experts in USD; inclusive of all taxes, duties, contract tax, service tax, VAT etc.).</li> <li>b. Travel &amp; accommodation costs (to include local, regional and international transportation and accommodation)</li> </ol>

- Strong drafting, presentation and reporting, interpersonal and communication skills;
- Proficiency in English
- A good working knowledge of French and Portuguese are an advantage

**FORMAL AND LEGAL REQUIREMENTS**

- Licenses/Authorizations/Quality-Standards: The Contractor should provide a copy of relevant licenses and/or authorizations, where applicable, enabling the individual/company to perform the required services/work required; include quality standards if applied;

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## VIII TIME SCHEDULE

The video has to be finalized no later than 30/11/2020.

## IX TERMS OF PAYMENT

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Payments will be made in line with prior agreed time schedule and shall be based on the financial proposal developed for this consultancy.

Payments shall be made in USD, not later than 30 days following submission by the Consultant of invoices in duplicate.

The total amount established shall be based on the understanding that it includes all of the Consultant costs and profits as well as any tax obligation that may be imposed on the consultant.

No final payment will be made where there is outstanding information/assignment by the service provider/s.

## X PROCEDURES FOR SUBMISSION OF PROPOSALS

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ECREEE reserves the right to amend the scope and timeline of requested services any time before the contract is issued.

Eligible institutions interested in providing the services should provide a brief outline of the approach they would adopt, covering the following general headings:

1. Interpretation of the Terms of Reference, including but not limited to the description of the approach and methodology to be used, description of the outputs to be delivered and timetable of activities. Regarding the travels, a proposal on how to deal with travelling to capture projects in different parts of West Africa has to be included.
2. Description of the organization and the staff performing the service (background and experience of the team, including curriculum vitae for those who will be involved in conducting the survey). Digital examples of your past work and a list of technical equipment available.
3. Budget, including all costs (also VAT - value-added tax). The price proposal should indicate the total amount, taking into account all relevant expenditure necessary for the delivery of the requested services.
4. Indication of the contact person relevant to the service delivery.
5. Signature of the service provider (legal representative).

Kindly submit your technical and financial proposals latest by **31/03/2020, 23h59 (UTC -1)** to: ECOWAS Centre for Renewable Energy and Energy Efficiency  
Achada Sto. António, ECREEE Bld, 2nd Fl. C.P 288, Praia, Cabo Verde  
Ref. Consultancy for EREF 3 Video Development  
Via email (individual email size not exceeding 10 MB files should not be in .zip format) to:  
[tender@ecreee.org](mailto:tender@ecreee.org)

In case of any clarifications / doubts - please write to [esemedo@ecreee.org](mailto:esemedo@ecreee.org) and [jbarros@ecreee.org](mailto:jbarros@ecreee.org) with subject-line 'Query on Quotation for consultancy for EREF 3 video production'.

The selection of the qualifying proposals will be at ECREEE's sole discretion.

For further information on ECREEE and the programmes and units, visit the ECREEE website at [www.ecreee.org](http://www.ecreee.org).