



ETHIOPIAN HORTICULTURE PRODUCER EXPORTERS ASSOCIATION
(EHPEA)

Request for Proposals for Production of a Video Documentary

Terms of Reference

**February 2014
Addis Ababa**

Background and Information

The Ethiopian Horticulture Producer Exporters Association (EHPEA) was established in 2002 by five founding members and EHPEA is only about 12 years old. The Association is founded in a sense that it will represent the interest of actors in the horticulture sector especially those who are involved in the export business. So long, the association has been working to promote the expansion of horticulture industry in Ethiopia and the industry is flourishing in the country at alarming growth rate.

It can be said that Ethiopia is now becoming an ideal place to invest in horticulture. So far domestic and foreign direct investment is growing from year to year boosting foreign earning of the country. This is because the country has abundant and comparatively cheap labor force of about 23 million young population that can be engage in labor market.

Specific Objectives

- To enhance awareness and knowledge of the public and other stakeholders regarding the horticulture industry in Ethiopia.
- To show vitality of the sector in generating income to the country, creating job opportunity and its contribution to the country in general.
- To share experiences of farms and introduce Corporate Social Responsibility (CSR) activities that benefit the community farms are working with.

Specific tasks for the Consultancy firm

The consultancy firm will be required to;

- Submit detail technical and financial proposals on how to produce a 20-30 minutes documentary film on EHPEA members.
- Desk review local and international contexts of horticulture industry and design best and suitable documentary film production mechanisms.
- Develop the documentary film's overall concept and scenario, how the firm will go on from beginning to the end.
- Presenting data collection methods, who to include in the process and with whom it will work with.

Output /Deliverables

The consulting firm is required to come up with the following deliverables:

- Production of 20-30 minutes documentary both in Amharic and English.
- To produce standard documentary film with proficient and refined language.
- Production of high quality productions in terms of film and sound quality.
- Submission of a storyboard and script for the documentary to EHPEA for approval before filming;
- Makes presentation on the first draft documentary to EHPEA management and later on presents it on validation workshop for selected stakeholders.
- Production and submission of edited and final documentary in both Amharic and English, for Amharic having sub titles in English.
- Present a complete and handover 20-30 minute documentary film with 2 master copies of each version to EHPEA.

Required Qualifications and Experience of the Consultancy Firm

The consultancy firm will be required to have;

- The crew members are required to have 3-5 years of experience having first degree and above in Journalism and Communication, Foreign Languages and Literature, political science and other related fields
- Extensive experience in producing related documentaries for various organizations with the aim of reaching both local and international audiences.
- Excellent technical capacities (state of art filming equipment preferably High Definition or 7D camera) to ensure smooth and high quality production.
- Additional experience in development communication will be an added advantage.
- Sample film will be required to demonstrate technical competencies in relation to filming, interviewing, sound recording and all other necessary skills to achieve a professional final film.

Duration of the Assignment

The assignment is expected to take 30 working days from the date of signing the contract.

Intellectual Property

All information pertaining to this assignment (documentary, audio, digital, cyber, project documents, still pictures) belonging to the client the Consultancy firm may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of EHPEA and should be returned upon completion. Neither the information shall be disclosed to the public nor used in whatsoever way without written permission of the EHPEA in line with the applicable copy rights.

Contractual arrangements and supervision

The Consultancy firm will be required to spend about 70 percent of the consultancy time in farm locations gathering pertinent information and footages. The rest 30% will be left for rough cutting, script writing, narration and final editing and other tasks.

EHPEA shall provide necessary support to the consulting firm in order to execute the assignment. These shall include:

- Making available relevant documents for the execution of this consultancy.
- Provide with other pertinent information related with EHPEA communication and visibility guidelines including relevant links.
- Provide general familiarization about EHPEA and support letter to stakeholders.
- Help in the identification and location of farms and ideal issues to be included in the documentary.

Terms of Payment

The payment modality will be in the framework of EHPEA's financial guideline and based on the agreed financial proposal developed for this consultancy or as will be indicated in the contractual agreement. Therefore:

- Payment shall be made in two installments: 30% down payment upon submission of an inception report acceptable to EHPEA; 30% upon submission of an acceptable first draft documentary; and the rest 40% final payment upon submission of the final outputs, incorporating suggestions and recommendations from EHPEA side.

Application Procedure

In the process of application, applicants are required to submit the following:

- Separate Technical Proposal having the necessary components to show the work and competence of the firm to execute the assignment.
- Separate and clear Financial Proposal broken down showing expenses in detail.
- Additional productions showing the firm's engagement in similar activities earlier.
- The proposals must be submitted in separate sealed envelopes (the technical proposal in one envelope and the financial proposal in another envelope) but both envelopes placed in one large envelope.

Reporting

The consultant shall report to EHPEA Promotion and Information Service Department.

Deadline for Application

Applicants can send their proposals in 10 consecutive working days from the announcement of this bid. The proposals should be submitted in person and put in sealed box on N.B Business

Center Building, on the Road to Chechiniya, around Zerihun Building. For more information contact Tel. 251 11 618 5178, 251 911 634624

Application deadline: -----

Bid End Time: -----