



AFRICAN UNION

**INTERAFRICAN BUREAU
FOR ANIMAL RESOURCES**

**DEVELOPMENT OF DOCUMENTARIES ON
CONSERVING AQUATIC BIODIVERSITY IN
THE CONTEXT OF AFRICAN BLUE ECONOMY
STRATEGY**

1. Background

The African Union Inter–African Bureau for Animal Resources (AU-IBAR) is a specialized technical office within the Department of Agriculture, Rural Development, Blue Economy, and Sustainable Environment (DARBE). AU-IBAR is mandated to coordinate the development of animal resources in Africa, aiming to eliminate hunger and poverty by supporting and empowering AU Member States and Regional Economic Communities (RECs). Animal resources play a significant role globally.

Established in 1951 to study and combat rinderpest in Africa, AU-IBAR now addresses all aspects of animal resources, including livestock, fisheries, aquaculture and wildlife, across the continent. It occupies a unique strategic position by working at both continental and regional levels, with RECs as key partners. Recently, AU-IBAR has been charged with the responsibility to support the implementation of Africa Blue Economy Strategy. AU-IBAR operates based on the principle of subsidiarity, ensuring that animal resource activities are managed at the most local level possible. It takes responsibility for areas that national and regional bodies cannot handle or where AU-IBAR has a clear strategic advantage. One of its key focus areas is developing and promoting unified African positions in the global animal resources arena.

2. Context

AU-IBAR is implementing the 'Conserving Aquatic Biodiversity in the African Blue Economy' Project (2021-2024), funded by the Swedish International Development Cooperation Agency (SIDA). The project aims to enhance the policy environment, regulatory frameworks and institutional capacities of African Union Member States and Regional Economic Communities in the utilization, conservation, and protection of aquatic biodiversity within the framework of the Africa Blue Economy Strategy. To raise awareness about the project's anticipated deliverables, AU-IBAR commissioned a documentary in 2022. This documentary highlighted several key aspects of the Conserving Aquatic Biodiversity Project, including an introduction to conserving aquatic biodiversity within the Africa Blue Economy, the evolution of the Blue Economy Strategy, and the five thematic areas of the Africa Blue Economy Strategy. It also covered the benefits of mangroves as ecological niche for vulnerable life history stages of commercially important fisheries species hence contributing immensely to fish production and conservation, climate change mitigation, within the framework of the Mikoko Pamoja mangrove conservation initiative; also the documentary addressed the impact of illegal, unreported and unregulated (IUU) fishing on aquatic biodiversity (including fisheries) and the environment; strengthening regional Monitoring, Control, and Surveillance (MCS) systems for combating fisheries crimes, protection of aquatic biodiversity and environment.

As the documentary was developed at the onset of the project when the status of implementation of activities was very low, there is now a need to highlight the transformative actions, lessons learned and opportunities after nearly three years of implementation through the creation of another documentary. This new documentary will aim to raise awareness about the importance of conserving aquatic biodiversity and environment, key drivers of change, and the challenges and opportunities in management of aquatic resources through the Conserving Aquatic Biodiversity in the Africa Blue Economy Project.

To facilitate the development of this documentary, AU-IBAR is seeking a **Videography Firm** to assist with creating videos that cover these aspects. Specific deliverables are listed in the sections below.

3. Objective of the Assignment

The overall objective of this assignment is to support efforts in conserving aquatic biodiversity in the African continent by capturing and disseminating video content from the Conserving Aquatic Biodiversity in the Africa Blue Economy Project.

4. Specific Objectives

- Showcase the objectives of the Conserving Aquatic Biodiversity in the African Blue Economy Project objectives.
- Capture lessons learned from beneficiaries and implementers of the Project, across the entire spectrum of the project's result areas.
- Contribute towards advocacy of key thematic issues on the conservation of aquatic biodiversity to a wide range of stakeholders.

5. Methodology

The firm selected for this assignment will be expected to travel to three locations (Zanzibar, Kenya, Ghana) to capture the necessary footage and photographs. Additionally, the firm will perform the following indicative tasks:

- Develop the video concept and scenario in consultation with the AU-IBAR team;
- Present a work plan for the assignment, specifying travel days;
- Conduct appropriate short interviews with the project's major partners, beneficiaries, and stakeholders; and
- Compile and develop the desired products for this assignment, including high-resolution photographs and videos.

6. Deliverables/Expected outputs

The videography firm will create an online album comprising a minimum of fifty (50) high-resolution photographs and two (2) videos: one video lasting 15–25 minutes, and a condensed version lasting five minutes derived from the longer video.

6.1 One 15-20 minutes video in HD; with an abridged version

- a) Video shooting and editing;
- b) Narration, translation and subtitles in English/French where necessary;
- c) Script development;
- d) Full usage rights for music (or music for which copyright has been granted);
- e) Voice over
- f) Sub-titling in French/ English

g) One fully-produced clip of approximately 5 minutes in length in 1080p (HD) resolution aimed at sharing with continental audience including government institutions, Non-State Actors, Regional Economic Communities, local communities as well as an international audience.

The video must effectively showcase the purpose and goals of the Conserving Aquatic Biodiversity in the Africa Blue Economy Project. This includes conducting interviews with local community members to underscore the necessity of conserving aquatic biodiversity and its impact on local communities, with a particular focus on women. Expert interviews will be conducted to delve into various project themes, such as the importance of enhanced ratifications of continental and global biodiversity and environmental instruments, Marine Spatial Planning (MSP), and Marine Protected Areas (MPAs), aiming to capture best practices and lessons learned within the context of the Africa Blue Economy. Additionally, the video will address cross-cutting issues such as gender and climate change to provide a comprehensive understanding of the project's significance and impact.

6.2 High resolution photographs:

At least 50 high quality and high resolution, edited and captioned pictures uploaded in online repository should include landscapes and local communities.

6.3 Report

An end of assignment report on all photography and filming locations (GPS points), including names and contact details of all individuals photographed or that have been filmed. The report must include at least five statements by community members and other stakeholders to be used in reports, factsheets and newsletters.

6.4. Duration and Location

The assignment will entail up to 60 days for completion of the assignment, including travelling to at least 3 locations (Zanzibar, Ghana and Kenya), and 7 days of editing and reporting, beginning upon the signature of contract with AU-IBAR. AU-IBAR will cover travel and accommodation costs of locations.

7. Logistical Support

AU-IBAR will provide logistical support including arranging flights, accommodation and introduction to a focal point in countries that will facilitate travelling to the field site. AU-IBAR will also provide some local assistance arranging meetings with Governmental representatives, and non-state actors.

8. Duration of Assignment

The assignment is expected to take 45 calendars but completion within 60 working days from the date of signing the contract.

9. Reporting

The assignment shall be undertaken under the overall leadership of the Director, AU-IBAR, and supervision of the Senior Knowledge Management Office and Project Coordinator – Aquatic Biodiversity Conservation Project.

10. Payment

A maximum amount of **13,500 USD** shall be paid to the firm for the provision of services.

Payments will be made in two instalments:

- 30% after delivery of work plan, shooting schedule and agreed script;
- 70% after delivery and approval of high-resolution photographs and 2 short video/documentary, written impact testimonials, and project report.

10. Qualifications and competencies

The service provider should ideally have the following qualifications and competencies:

- More than 5 years' company experience in film production
- Minimum of seven (7) years' documentary work experience in the area of documentary writing, producing, directing, filming and editing for the lead team member.
- Lead team members to have at least a degree or higher diploma in video production, film production, media arts studies, multimedia studies or relevant qualification.
- Track record in producing documentaries on sustainable development/ animal resources development for continental/ international organisations with the aim of reaching both local and international audiences. Having undertaken similar work with AU-IBAR will be an advantage
- Experience in working with Continental and other international organisations (10points).
- Excellent technical capacities (state of the art filming and editing and sound equipment preferably High Definition; Innovative skills in use of animation; infographics to illustrate historical flow of events, and voice over) to ensure smooth and high-quality production
- Experience in development communication, including excellent storyboarding techniques and video editing skills
- Good networking skills with other documentary firms.
- Experience engaging with high-level delegates and local communities of different cultures.
- Working knowledge of English is necessary, and knowledge of French would be an advantage.

11.0 Evaluation Criteria and Scores

No.	Criteria	Scores
1.	Qualifications of lead videographer (At least a Degree or higher diploma in video production, film production, media arts studies, multimedia studies or equivalent)	15
2.	General Experience of firm and lead team members in documentary production/ filmmaking	10
3	Technical Competencies (State of the art filming and editing and sound equipment preferably High Definition; Innovative skills in use of animation; infographics to illustrate historical flow of events, voice over)	30
4.	Specific Experience in production of documentaries on sustainable development or animal resources development	10
5.	Methodology and approach (Proposal)	10
6.	Evidence of sample work/ portfolio	10
7.	Good networking skills with other filmmakers	5
8.	Previous engagement with high-level delegates and different cultures	5
9.	Proficiency in English and French (level B proficiency – independent user)	5

12. Copyright and Intellectual Property Rights

In consideration of the fees paid, the firm expressly assigns to AU-IBAR any copyright arising from the works the consultant produces while executing this contract. The firm may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from the AU-IBAR.

13. Equipment

The videographer will use their own equipment deemed necessary during the execution of the assignment.

14. Insurance cover

The videographer will be responsible for own medical and life insurance cover; and equipment cover for the duration of the assignment.

15. Submission Procedure

Videographers (firms) that wish to show their interest in undertaking the prescribed work are to email and/or submit the following:

- i.* Cover letter with the applicant's current contact information including how the candidate's previous experience matches the assignments objectives as well as their interest for the position (no longer than two pages);
- ii.* Technical proposal on how the assignment will be carried out intend to carried out
- iii.* Financial proposal/detailed budget of the project; including Videographer's daily rates, any other related costs e.g. crew
- iv.* CV of key crew and roles in assignment and professional references or letter of recommendation;
- v.* Samples of recent similar assignments: online portfolios and links to video work/documentaries;
- vi.* A duly filled in and signed AU Declaration on Exclusion Criteria Form

16. Submission of Applications

Technical and Financial Proposals should be sent in separate PDF files on or before **06th August, 2024 at 17.00hrs Local Time (Kenya)** to procurement@au-ibar.org with a copy to albert.obiero@au-ibar.org the subject "**Conserving Aquatic Biodiversity Videos**"

17. Personal Data Protection and Privacy

A Personal Data Protection and Privacy Statement is also attached as information for the applicants.