

## TERMS OF REFERENCE - VIDEO ANIMATIONS

### State of Instant and Inclusive Payment Systems (SIIPS) Report

#### 1. ABOUT AFRICANENDA

AfricaNenda is an Africa-led team of experts committed to unlocking the potential of digital financial services for the financially excluded across the continent by accelerating the scale-up of instant and inclusive payments systems. Our approach is to provide public and private sector stakeholders with technical expertise and the capacity to reduce barriers to digital payments. We want to **enable everybody in Africa to make digital transactions seamlessly and at a low cost wherever they are** on the continent by 2030.

Visit our website for more information: [www.africanenda.org](http://www.africanenda.org)

#### 2. OBJECTIVES OF THE ASSIGNMENT

- Capitalize on the launch of our 1st SIIPS report (at the MWC of Kigali) to **raise awareness** about AfricaNenda
- **Share data, highlights and learnings** from our SIIPS report in an engaging, catchy and informative manner
- **Position us a reference** in learnings and insights on instant and inclusive payment systems (IIPS) in Africa

#### 3. SCOPE OF WORK

- **4 video animations for the SIIPS report launch** - The video animations will feature key findings from the SIIPS report and will be used during the report launch event and further on all our communication channels
  - **Video 1** > 90-120 sec max animated video explaining what we mean by “Inclusivity” and what Instant and Inclusive Payments Systems (IIPS) are
  - **Video 2** > 90-120 sec max animated video on what the SIIPS report identified as challenges in the ecosystem of digital payments
  - **Video 3** > 90-120 sec max animated video on the lessons learned for our stakeholders
  - **Video 4** > 10s video/clip animation for the launch event of our SIIPS report on instant and inclusive payment systems in Africa
- **1 AfricaNenda corporate video animation**
  - 60-90 sec max corporate video animation that presents AfricaNenda
  - Focus on who we are, what we do, what makes us unique, our partners and what we want to achieve for the African continent

#### 4. PROJECT MANDATORIES & ADDITIONAL INFORMATION

- **Animations**
  - The style should be a 2D animation, using only our brand colors and guidelines.
  - We expect illustrations and characters to be reflective of the African continent, its colors, and its sounds.
  - Our logo should be displayed in intro/opening title and outro/closing title of each video.
  - AfricaNenda will provide a briefing and documentation for each video.
  - The contractor will be in charge of writing the related script(s) and creating the needed storyboards based on the content provided.
  - Required file format: MP4.
  - Languages: English and French (with subtitles in the other language).
- **Target audience(s)**
  - The primary audience will be the participants at the MWC (<https://www.mwc-africa.com/>)
  - But the videos will also be used to engage with our usual audiences: digital payments stakeholders, regional economic commissions, central banks, governments, digital financial services providers, media, influencers and funders.
- **Benchmarks**
  - <https://youtu.be/GlvERCCvswg>
  - [https://youtu.be/\\_jyALKsjlDs](https://youtu.be/_jyALKsjlDs)
  - <https://youtu.be/D2Llh0ej0wY>
  - <https://youtu.be/x3XXPkhsi8Q>

#### 5. PROJECT TIMING

- The contractor will provide a detailed workplan and backtiming to AfricaNenda
- All video animations must be ready to use **the week of October 3<sup>rd</sup> 2022**

#### 6. PROJECT QUALIFICATIONS REQUIRED

- Experience with development organizations in Africa
- Experience in motion design, editing, filming and production of digital content
- Minimum of 5 years of work experience in motion design, video, filming, field production and editing/post-production, in French and English
- Video reel and references of past and similar work required (scripting, motion design, editing...)
- Proven history of international standard quality multimedia, motion and video production
- Ability to produce quality video under strict time limits
- Commitment to quality assurance procedures and risk mitigation measures for the project
- The proposed project team must have a rich experience in producing communications assets for Africa
- Ability to work remotely at all stages of the projects

## 7. PROJECT REPORTING

- The contractor will work under the direct supervision of the AfricaNenda Communications team
- The contractor will be expected to gather and incorporate input from AfricaNenda.

## 8. PROPOSAL CONTENT

- Applicants should submit their technical and financial proposals that address the objectives outlined above.
- While there is no minimum page limit for the proposal, the maximum page limit is 15 pages (including short CVs of the project team members) for the proposal which is expected to be clear and concise.
- The proposal should detail the proposed approach, processes and timings in delivering the project, as outlined above. It must also focus on demonstrating how high levels of quality will be maintained at all stages in the project.
- All prices shall be quoted in US Dollars
- Applicants must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Applicants found to have a conflict of interest shall be disqualified.
- Language of the proposal : English.
- Duty station : the contractor(s) will perform the services from their location.
- Proposal validity period: 90 days.

## 9. RISK MANAGEMENT

The technical proposal should contain a comprehensive list of expected project risks and possible mitigation measures.

## 10. PROCESS

### Submissions

- Proposals should be submitted electronically by September 1st, 2022 to [info@africanenda.org](mailto:info@africanenda.org) with the following subject: **“SIIPS Video Animations – Proposal”**
- Proposals received after the deadline will not be considered.

### Notification And Contracting

- All bidders will be notified of the outcome of their proposals by September 15<sup>th</sup>, 2022. AfricaNenda will issue a contract once the selection process has been completed.

## 11. EVALUATION CRITERIA

- All proposals will be evaluated based on the criteria listed in the table below.
- The technical bids will be reviewed by a panel of AfricaNenda and scored according to the criteria below.

<b>Criteria</b>	<b>Weighting</b>
Preference: Will be made to African-led firms with a gender-balanced project team	5%
Technical Proposal: Well-articulated and innovative project approach and deliverables based on the specifications listed above, proposed timing, process and team proposed, proven experience and references of the contractor(s), quality of work samples provided and ability to manage these projects remotely	70%
Financial Proposal: Comprehensive breakdown with justifications	25%
<b>Maximum Score</b>	<b>100%</b>