

- REQUEST FOR PROPOSAL - PHOTO AND VIDEO SERVICES

1. ABOUT AFRICANENDA

AfricaNenda is an African-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 payment systems. AfricaNenda's approach is to provide public and private sector stakeholders with technical expertise and the capacity to reduce barriers to digital payments.

AfricaNenda wants 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

2. OBJECTIVES OF THE RFP

AfricaNenda wishes to build a roster of professional photographers and videographers to supply video production and photo services on an as needed basis in 2023.

Services will cover the African continent (specific countries list will be provided upon need).

3. SCOPE OF SERVICES

Photography

- Take high-resolution photographs (and provide detailed info on where and when photos were taken);
- Select best photographs related to each activity (no less than 30) in consultation with AfricaNenda Communications Team.
- Photographs must be provided in high quality, retouched if needed, suitable for printing, processing or publishing on web;
- Secure signed release forms from individuals participating in photo stories/reportages.

Videography

- Record and produce HD videos to document events, activities... of AfricaNenda, including interviews or statements by staff/partners/beneficiaries per request of AfricaNenda to ensure capturing of activities;
- Videos shall be produced in a high-quality broadcasting and web publishing formats.
- Record and edit narration / voice over where needed in according with guidance from AfricaNenda Communications Team.
- Embed and/or provide subtitles as per the need.
- Edit videos and produce simple graphic animation as per request of AfricaNenda Communications Team, and following the branding guidelines

- Export final version of a video in formats optimized for HD traditional (TV broadcast) and online distribution (video standards for social media);
- Video files shall be provided in raw format and optimized (as per video standards for social media) via file transfer service;
- Secure signed release forms from individuals participating in videos.

4. QUALIFICATIONS REQUIRED

- At least five years of experience in videography, video editing and photography
- Demonstrated experience of conception, production and editing of mini video and video animations.
- Solid experience in processing and editing photo, creating photo and photo stories.
- Experience in producing photo/videos focusing on digital finance sector and financial inclusion will be considered an advantage.
- Experience with on-call assignments, preferable with international organizations.
- Languages Requirements: English, French. Arabic is an asset.
- Commitment to quality assurance procedures and risk mitigation measures.

5. PROPOSAL FORMAT

- Applicants should submit a technical and a financial proposal that address the services listed above.
- **Technical Offer**
 - Short profile, including CV, diploma of videography-related studies, references.
 - Detailed individual reels or portfolio (web links to produced videos) showcasing samples of recent work
 - Demonstrated experience in videography on social issues;
 - Production capabilities: quality video production, including related hardware and editing software.
- **Financial Proposal**
 - The financial proposal must be the generic/official rate card of services provided
 - Currency: all rates must be given in US Dollars
- While there is no minimum page limit for the proposal, the maximum page limit is 15 pages (including short CVs of the team member(s) if needed) for the proposal which is expected to be clear and concise.
- 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 or French
- Proposal validity period: 90 days.

6. PROCESS

- Submissions
 - Proposals should be submitted electronically by **3rd March 2023** to info@africanenda.org with the following subject line: “RFP – PHOTO & VIDEO SERVICES”.
 - Proposals received after the deadline will not be considered.
- Queries
 - Queries relating to the preparation of the proposal should be submitted to AfricaNenda, by email, to the above-provided email by 14 February 2023.

- Notification and Contracting
 - All bidders will be notified of the outcome of their proposals by 31 March 2023.
 - AfricaNenda will issue the agreement documents once the selection process has been completed.

7. EVALUATION CRITERIA

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

Criteria	Weighting
Rating based on Qualifications	15%
Quality of previous work (based on submitted samples)	25%
Innovative and creative approach to photography/video production	15%
At least 5 years of practical experience in photo and video recording/ editing	15%
Preference will be made to African-led consulting firms with a gender-balanced project team	5%
Financial Proposal: Generic/official rate card of services provided	25%