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ETHIOPIA

SECTION 3: TERMS OF REFERENCE (TOR)

GENERAL INFORMATION

Services/Work Description:	Production of a series of videos to highlight the Entrepreneurship Development Programme
Project/Program Title:	Entrepreneurship Development Programme
Duty Station:	Addis Ababa, Amhara, Oromia, SNNPR, Tigray
Type of the Contract:	National Firm Level Consultancy
Expected Duration:	Six weeks
Expected Start Date:	Immediately after concluding the contract agreement

I. BACKGROUND / RATIONALE

The country's development strategy places emphasis on the promotion of the domestic private sector and stimulating the rapid growth of micro, small and medium businesses to create wealth and employment opportunities.

In 2013 Prime Minister Hailemariam Dessalegn officially launched the Entrepreneurship Development Programme (EDP). EDP was established by the United Nations Development Programme (UNDP) and the Ministry of Urban Development and Housing in order to support Ethiopia's efforts to unleash the entrepreneurial spirit of its private sector. The programme, through the Entrepreneurship Development Centre (EDC) set up in May 2013, seeks to increase the competitiveness and enhance the employment creating potential of micro and small enterprises (MSEs), particularly for youth and women.

II. OBJECTIVES OF THE SERVICE / WORK

The objective of this assignment is to produce a series of video products that showcase the entrepreneurship programme approach and impact with highlights from across the identified regions.

III. SCOPE OF THE SERVICE / WORK

The service provider will travel in Addis and in the identified regions to capture personal stories from entrepreneurs who have been supported by the EDP; conduct interviews with relevant government officials and development partners investing in entrepreneurship; conduct interviews with EDC trainers and business development advisors across the regions; and conduct interviews with universities on how they are helping students prepare for the job market particularly as entrepreneurs with EDC's support.

IV. EXPECTED OUTPUTS / DELIVERABLES

The service provider shall provide at least 15 video products as follows:

- Produce a creative documentary video that explores entrepreneurship and MSME in Ethiopia with a particular focus to showcase the strategic role of EDP, through the EDC, in bringing about positive change in this area
- The firm shall produce two versions of the documentary
 - A version prepared with English narrations and voiceovers.
 - A version prepared with Amharic narrations and subtitles voiceovers.
- Produce at least 12 stand-alone short videos with tips and advice from EDC experts for aspiring entrepreneurs
 - The short tip/advice videos from EDC experts (at least three per region touching on how to set up businesses; how to access finance; inspirations for budding entrepreneurs etc) will be done in the working languages of the four regions (Amhara, Oromia, South, and Tigray) where the EDC regional offices are located.
- The final cleared versions of each of the video products shall be submitted in for broadcast version as well as for web upload version.

V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

The selected firm shall film in a in a manner to ensure that it captures engaging high quality footage in terms of image as well as audio and provides creative editing that enhances the storytelling in each of the video packages.

VI. LOCATION, DURATION AND TIMEFRAME OF THE WORK /DELIVERABLES/OUTPUT

This consultancy assignment will include filming in Addis Ababa, Amhara, Oromia, SNNPR and Tigray

The service provider shall provide at least 15 video products as follows:

- Produce a creative documentary video that explores entrepreneurship and MSME in Ethiopia with a particular focus to showcase the strategic role of EDP, through the EDC, in bringing about positive change in this area
- The firm shall produce two versions of the documentary
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The final cleared versions of each of the video products shall be submitted in for broadcast version as well as for web upload version.

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- a. The firm shall work in close consultation with UNDP communication and EDC staff to get guidance and receive feedback/input throughout the process.

- b. The firm shall provide, as per the approved detailed workplan, draft scripts and draft edits for clearance before finalising
- c. The selected firm shall use its own vehicles and arrange its own transportation and cover accommodation and all related costs incurred during this assignment.
- d. The selected firm shall be responsible for bringing on board reliable translators in the field and use its own resources to cover the costs to ensure it addresses various local languages where necessary in both interview/filming stage and post production.

VIII. PAYMENT MILESTONES AND AUTHORITY

The Prospective Service Provider will indicate the cost of services for each deliverable in ETB when applying for this consultancy.

A winning Proposer shall then be paid the lump sum contract amount upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained from:	Percentage of Payment
1 st Installment	Upon the approval of detailed workplan	UNDP	40%
2 nd Installment	Upon the submission and approval of all video products in broadcast and web version	UNDP	60%

IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS

9.1 Minimum Organization Requirements

- a. The firm shall have at least five years of demonstrated experience providing high quality audiovisual production for the UN or similar organizations ;
 - The firm shall provide the CVs of assigned **Team Leader and Team Members** that will demonstrate relevant proven experience in the field related to delivering high quality service on the assignment
 - The prospective Service Provider is expected to meet the following minimum requirements:
 - Experience working with UN or other international organizations beneficial.
 - It must have experience in working in the identified regions
 - It shall demonstrate its capabilities, understanding of the TOR, and methodology of audit approach

The multi-disciplinary team should comprise **at the very least** of members with the following educational qualifications; experience and competencies:

9.2 Task Manager / Team Leader

Academic Qualification:

- At least BA degree in communication, journalism or related fields

Experience:

- At least five years professional experience in the production of audiovisual production

Competencies:

- Ability to provide general leadership and direction to the study/research analysis and report writing;
- Strong organizational skills;
- Strong communication skills;
- Proficiency should be in English and Amharic with additional local language relevant to the regions identified an added advantage;

9.3 Production personnel

Academic Qualification:

- Diploma in camerawork, video production or a related discipline.

Experience:

- A minimum of five years of proven experience of working in high quality audiovisual productions.

Competencies:

- Ability to capture high quality footage.

- Ability to work under pressure and to deliver in a timely manner without compromising quality standards;
- Strong communication skills;
- Strong presentation and facilitation skills;

9.4 Post production personnel

Academic Qualification:

- diploma or related qualification in editing.

Experience:

- A minimum of five years of professional experience and proven expertise.

Competencies:

- Ability to work under pressure and deliver high quality products to meet deadline
- Strong communication skills;
- Proficiency should be in English and Amharic with proficiency of relevant local language an added advantage;

X. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Consultancy Firm is expected to submit both the Technical and Financial Proposals. Accordingly; the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
 - a. Technical Criteria weight is 70%
 - b. Financial Criteria weight is 30%

XI. LOGISTICAL SUPPORT

List logistical support the Requesting Unit will offer to prospect Service Provider such as:

UNDP will ensure that the Consultancy Firm receives access to the [ECA Compound in Addis Ababa, Ethiopia](#). When required, the Firm will be provided with [workspace and phone/internet access within UNDP and/or UNECA](#).

XII. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

For purposes of generating proposals whose contents are uniformly presented and to facilitate their comparative review, a Service Provider advised to use a proposed Table of Contents. Hence, your Technical Proposal document must have at least the preferred content as outlined in the respective RFP Proposal Submission Form.

XIII. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The consultants shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

PROPOSAL EVALUATION CRITERIA

Herewith please find the **Standard Technical Proposal Evaluation Criteria** along with respective allocated weight template for Requester's subsequent review. As per the relevance of the proposed criteria it can either:

- Redistributed the allocated weight;
- Delete specific criteria if you find it irrelevant or less relevant; or
- Replace with new criteria along with corresponding allocated weight

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1	Expertise of Firm / Organization	30%	300
2	Proposed Methodology, Approach and Implementation Plan	40%	400
3	Management Structure and Key Personnel	30%	300
TOTAL		100%	1000
Technical Proposal Evaluation (FORM I)			
Expertise of the Firm / Organization			Points Obtainable
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing		50
1.2	General Organizational Capability which is likely to affect implementation - Financial Stability - Loose consortium, Holding company or One firm - Age/size of the firm - Strength of the Project Management Support - Project Financing Capacity - Project Management Control		90
1.3	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills.)		15
1.4	Quality assurance procedure, warranty		25
1.5	Relevance of: - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region - Work for UNDP/ major multilateral/ or bilateral programmes		120
SUB TOTAL			300
Technical Proposal Evaluation (FORM II)- Proposed Methodology, Approach and Implementation Plan			
2.1	To what degree does the Proposer understand the task?		30
2.2	Have the important aspects of the task been addressed in sufficient detail?		25
2.3	Are the different components of the project adequately weighted relative to one another?		20
2.4	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?		55
2.5	Is the conceptual framework adopted appropriate for the task?		65
2.6	Is the scope of task well defined and does it correspond to the TOR?		120
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?		85
SUB TOTAL			400
Technical Proposal Evaluation (FORM III)-Management Structure and Key Personnel			
3.1	Task/Project Manager/Team Leader - General Qualification Suitability for the project		
	Educational qualification		20
	Professional experience in the area of specialization		120
SUB TOTAL			140
3.2	Production crew - General Qualification Suitability for the project		
	Educational background		15
	Professional experience in the area of specialization		105
SUB TOTAL			120
3.3	Post production - General Qualification Suitability for the project		
	Educational background		10
	Professional experience in the area of specialization		30
SUB TOTAL			40
Aggregate			1000