



24 September 2020

Request for Expression of Interest - Services

Dear Sir / Madam,

The Secretariat of the Benguela Current Convention (BCC) kindly invites you to submit a quotation for the production of a corporate video.

Expression of interest, including company profile and a financial proposal, should be submitted to Benguela Current Convention (BCC) – Secretariat, Private Bag 5031 Swakopmund or at No. 1 Strand Street, Swakopmund, alternatively via email to jackson@benguelacc.org on or before 16 October 2020.

It shall remain your responsibility to ensure that your quotation reaches the above address on or before the deadline. A quotation received by the BCC after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your quotation by email, kindly ensure it is signed, in pdf format, and free from any virus or corrupted files.

Thank you and we look forward to receiving your submission.

Sincerely yours,

Ms. Thandiwe Gxaba
Acting Executive Secretary
Benguela Current Convention



Terms of References

Short-Term Consultancy for Production of a BCC Corporate Video

1. BACKGROUND

The Benguela Current Large Marine Ecosystem (BCLME) spans the Exclusive Economic Zones (EEZs) of Angola, Namibia and South Africa and beyond. It incorporates the ocean, the seabed and the interface between land and sea up to the high water mark. The Benguela Current Convention (BCC) is a multi-sectoral organization established in March 2013 by the Republics of Angola, Namibia and South Africa (Parties) to spearhead regional collaboration for integrated management, sustainable development and protection of the environment using an ecosystem approach to ocean governance in the BCLME. The BCC is the first inter-governmental Convention in the world to be based on the Large Marine Ecosystem (LME) concept of ocean governance – a move towards managing transboundary resources at the larger ecosystem level (rather than at the national level) and balancing human needs with conservation imperatives.

The BCLME is a vast and unique system that is composed of varying stakeholders in the three countries. These stakeholders represent a wide range of sectors and levels of power which requires continuous communication and dissemination of BCC activities through various platforms. The Benguela Current Convention through its Secretariat envisages expanding its communication and information dissemination strategy by producing a corporate video. The video will be produced to promote awareness of the BCC activities and showcase BCC's collaborative efforts to all stakeholders. It is against this background that the BCC seeks to enlist a competent team that will undertake the task of producing the envisaged corporate video.

1.1 BCC Strategic Action Programme

The work of the BCC, which is guided by a five-year Strategic Action Programme (SAP) and its accompanying Implementation Plan, is coordinated by its Secretariat based in Swakopmund. The SAP sets out policy actions to address the priority transboundary environmental challenges as identified in the Transboundary Diagnostic Analysis (TDA). Among key responsibilities of the Secretariat are to: (a) provide services to all the BCC structures to facilitate the execution of their functions; (b) source resources in addition to the contributions made by the Parties, carry out and implement the programmes of the Commission; and (c) establish partnerships with other organisations.

2. JUSTIFICATION AND OBJECTIVES OF THE CONSULTANCY

The use of multi-media is currently one of the core mechanisms through which people are informed about a variety of issues. The use of videos especially when availed through virtual platforms creates an even greater awareness as it reaches out to a greater audience. The objective for developing the videography is to promote the BCC corporate image and raise awareness with various stakeholders on the collaborative efforts that the Secretariat is implementing to ensure sustainable management of the BCLME. The video will therefore be shared with the BCC audience including government institutions, local stakeholders, local communities as well as the international community. The video is expected to highlight the purpose and goal of the BCC and showcase success stories and lessons learnt related to the objectives of the BCC. The

video will be produced in the two BCC official languages (English and Portuguese). The consultant will work in close collaboration with the BCC Secretariat in undertaking the assignment.

3. RESPONSIBILITIES OF THE PRODUCER

- I. Liaise with BCC Secretariat to obtain additional background information that will be used for narrative purposes;
- II. Develop the video concept and scenario (script) in consultation with BCC Secretariat;
- III. Obtain high resolution pictures and videos for use in the video (must represent all three countries); and
- IV. Undertake appropriate short interviews with identified stakeholders;
- V. Design and produce a 5-minute videography with a narrative on the information collected.

4. DELIVERABLES

The consultant will produce one (1) video translated in English and Portuguese.

- An Inception Report detailing an agreed methodology approach on how the video will be developed;
- Two high quality resolution videos in 1080p (HD) and not exceeding 5 minutes, promoting the BCC activities (with voice overs and subtitles in English and Portuguese for each).

5. TIME-FRAME AND DEADLINES

The assignment will be for a period of three (3) calendar months from the date of signing a contract.

6. QUALIFICATIONS, COMPETENCIES AND SKILLS

- A Postgraduate qualification in communication, journalism, graphic design, media or similar studies;
- Knowledge of digital platforms and experience with creating scripts and producing video content for promotional purposes;
- Have a minimum of five (5) years' experience in video production;
- Demonstrated experience in developing promotional videos, multi-media platforms and infographics;
- Skilled in producing videos, sound recording and editing;
- Must have access to required equipment to produce the video within the stipulated timeframe;
- Must be a national from one of the three BCC countries;
- Strong communication and coordination skills;
- Familiarity with activities of the Benguela Current Convention and a good command of Portuguese will be an added advantage;
- Women and youth are strongly encouraged to apply.

7. SUBMISSION OF EXPRESSION OF INTEREST

All applicants must meet the minimum requirements as described above. Only successful candidates will be contacted. Each application should include the following:

- Cover letter with the applicant's current contact information including how the candidate's previous experience matches the consultancy objectives as well as their interest for the position (no longer than two pages);
- Technical proposal on how they intend to carry out the assignment;
- Financial proposal/detailed budget of the project;

- CV of consultant (and team members) and professional references or letter of recommendation;
- Samples of recent similar assignments: online portfolios and links to video work/documentaries;

The deadline for the submission of proposals is **16 October 2020**

The Expression of Interest shall comprise of a company profiling, reference to similar work undertaken and Curriculum Vitae (CV) of the Team Members. All documents should be submitted in PDF format.

Proposals must be submitted electronically to jackson@benguelacc.org