

COMISSÃO DA CEDEAO

ECOWAS COMMISSION

Agence régionale pour l'agriculture et l'alimentation

ARAA



ECOWAS COMMISSION

Regional Agency for Agriculture and Food

RAAF

Regional Food Security Reserve Division (RFSRD)

Terms of Reference

**Recruitment of an Agency
for the production of five (5) educational videos on food storage in
West Africa and the Sahel**

August 2024



I. Background and

Since 2011, ECOWAS has had a regional storage strategy. The storage strategy is based on the complementarity of three levels of storage ("lines of defence"): (i) local stocks, generally held by producer organisations; (ii) national security stocks managed by the States, and finally, (iii) the Regional Food Security Reserve (RFSR) managed by ECOWAS and created by means of an Additional Act to the ECOWAS Treaty, by the Heads of State in 2013. The regional storage strategy is implemented by ECOWAS (Department of Economic Affairs and Agriculture) through the Regional Agency for Agriculture and Food (RAAF) based in Lomé and, in particular, the Regional Food Security Reserve Division (RFSRD), which is dedicated to it.

Local stocks are of major importance in the various dimensions of food security, and more particularly (i) in preventing and managing cyclical and short-term food crises (in deficit areas), including pastoral crises (livestock feed), and (ii) in supplying the market and national and regional food security stocks (in surplus areas).

With financial support from the European Union, the operationalisation of the storage strategy through the "Support Project for Food Security Storage in West Africa", conceived as a pilot phase, has led to the production of regional reference documents for local storage (Memento, Charter and Multi-actor Framework for Supporting Local Storage). This support has also made it possible to develop a training programme aimed at setting up a permanent regional training capacity for local stockholders, in order to provide a long-term structure for ongoing training, with a view to boosting the capacity and performance of local stockholding organisations

The regional training programme on local storage has been developed through: (i): the development of training modules organised around eight specialised thematic modules, (ii): the design of an e-learning platform to provide distance training, (iii): the identification of trainers and relay training institutions in the countries.

The training programme is currently being rolled out in two stages with the support of the Agence Française de Développement (AFD) and the World Bank: (i) training of facilitators identified within producer organisations who meet a certain number of criteria; (ii) dissemination of this training in the field by facilitators within relay institutions identified at national level, then at producer organisation level

In order to make a success of this training multiplication phase, it is necessary to produce educational videos. These communication tools will not only inform and educate, but also motivate local communities to adopt good local storage practices to improve their food resilience and storage performance.

ECOWAS, through the Regional Agency for Agriculture and Food (RAAF), is seeking the expertise of an experienced communication or audiovisual production firm to produce these videos.

II. Mission objectives

The main objective of this assignment is to produce high-quality animated educational videos based on the content already available, in particular the regional repositories on local storage and the training modules on local storage, in three international languages (French, English and Portuguese) and seven local languages to be defined.

These digital media will be used for :

- Raising awareness among local communities and technical services of the importance of local storage in reducing post-harvest losses and ensuring food security.
- Run decentralised training sessions for producer organisations and umbrella organisations.
- Train farmers, local entrepreneurs and technical services in best storage practices to maintain the quality and shelf life of food products.
- Promote the adoption of simple technologies adapted to local conditions for local storage.

III. Expected results

On the basis of existing content, in particular the regional reference manuals on local storage and the training modules on local storage, the selected agency will have to deliver :

- **Video scenarios:** Development of detailed scenarios for each video in collaboration with ARAA, including a script, a description of the scenes and a list of the resources required.
- **Information videos:** Production of 8 animated videos, each lasting 10-13 minutes, in several languages (French, English, Portuguese) and seven "national" languages.
- **Practical tutorials:** Production of 20 tutorials in short versions (1 to 2 minutes each) to facilitate their distribution via social networks and to local local storage stakeholders.
- **Translations and dubbing:** Videos must be available in the local languages identified, with quality dubbing to ensure optimum comprehension.

IV. Technical characteristics of the videos to be produced

1. Video resolution :

HD (1280x720) or Full HD (1920x1080): Ensures a clear, crisp picture.

4K (3840x2160): Option for ultra-high quality, particularly useful for fine detail.

2. File format :

MP4: The most commonly used format, offering a good balance between quality and file size.

AVI, MOV: Alternative formats used for specific compatibility or post-production requirements.

3. Video codec :

H.264: Standard codec for a good compromise between compression and quality.

HEVC (H.265): For more efficient compression while maintaining quality (often used for 4K).

4. Image frequency :

30 fps (frames per second) : Standard frequency for most educational videos.

24 fps: Gives a more cinematic feel.

60 fps: For smoother movements, ideal for fast technical demonstrations.

5. Audio quality :

Audio format: AAC or MP3.

Sampling frequency: 44.1 kHz or 48 kHz for high-quality sound.

Channels: Stereo for a better sound experience, or mono if the audio needs to be simpler.

6. Duration of the Video :

10-13 minutes: Ideal length to maintain attention and make it easier to digest the information.

Tutorials should be no longer than 3 minutes.

7. Subtitles and Text :

Incorporate subtitles: For accessibility and support for non-native learners.

Font size and colour: Must be legible, generally white on a dark background.

8. Graphs and illustrations :

Integrate animations or interactive graphics to clarify concepts.

Image resolution: Must match video resolution to avoid blurring.

9. Soundtrack :

Background music: Soft and non-intrusive, set at a lower level than the voice so as not to distract.

Sound effects: Used sparingly to reinforce key points.

10. Light and Colour :

Lighting: Uniform and sufficient to avoid harsh shadows, highlighting the subject.

Colour balance: Should be natural, with a preference for neutral tones that don't exhaust the eyes.

11. Scriptwriting and Editing :

Clear script: Organised with an introduction, development and conclusion.

Dynamic editing: To cut silences and maintain an engaging rhythm.

12. Multi-Platform Compatibility :

Optimisation for the Web: Videos must be easily accessible on different devices (computers, tablets, smartphones).

V. Fields / themes covered

1. Information videos (target audience: POs, technical services, NGOs)

- a. Why store locally (different systems)
- b. How should local storage organisations be organised and governed?
- c. How can local storage be financed?
- d. How can storage organisations be properly managed?
- e. What are good storage practices?
- f. How do you manage information in a local storage organisation?
- g. How do you manage the risks associated with storage?
- h. How can local storage be incorporated into public crisis management systems?

2. Practical tutorials (target audience: managers and executives of storage organisations; technical service advisers/animators)

- a. How do you set up a management committee?
- b. How do you build a storage facility?
- c. How do you equip a storage facility?
- d. How do I maintain the shop?
- e. How do you secure your warehouse?
- f. How do you stock the shop?
- g. How do you finance your purchases?
- h. How do you check products as they enter the shop?
- i. How do you store your bags?
- j. How to store products?
- k. How can you avoid losses?
- l. How can you reduce the risks?
- m. How do you calculate the cost of storage?
- n. How do you manage sales?
- o. How do you keep track of stock (incoming/outgoing)?
- p. How do you monitor your financial situation?
- q. How to report to members?
- r. Other themes to be defined

VI. Tasks to be carried out

The communication/audiovisual production agency will be responsible for :

Design and pre-production: carrying out a needs analysis in collaboration with the ARAA. Develop scenarios and scripts. Select shooting locations and actors or narrators.

Production: filming or creation of animations. Recording voice-overs and dubbing. Video editing.

Post-production: finalisation of videos with sound and visual effects. Translation and dubbing into several languages. Submission of final versions for approval.

Delivery: deliver the video files in the required formats. Provide all raw resources used (scripts, audio and video files, etc.).

VII. Deliverables

The deliverables expected from this assignment are :

- **Deliverable 1:** 8 thematic general information videos, each 10 to 13 minutes long, in the three official ECOWAS languages (French, English, Portuguese) and seven national/regional languages.
- **Deliverable 2:** 20 practical tutorials in short versions (1 minute to 2 minutes) accompanied by their respective teasers of 15 to 30 seconds maximum for use on social networks in the above-mentioned languages.
- **Deliverable 3:** Subtitled versions for the hearing impaired.
- **Deliverable 4:** A distribution plan including proposals for distribution platforms (TV, social networks, websites, etc.).
- **Deliverable 5:** A final report detailing the production stages, the challenges encountered and recommendations for future campaigns.

VII. Monitoring and evaluation

The agency's work will be monitored by a committee made up of staff from the RAAA's communication unit, experts from the Regional Food Security Reserve and the FSRP project, who may seek the advice of the RAAA's management if necessary.

This committee ensures that the specific objectives are met during the course of the assignment. If necessary, the ARAA will commission an independent expert to assess and monitor compliance with the specifications, once the video projects have been validated.

VIII. Duration of the assignment

The total performance period is 90 working days spread over 6 months from the date of the mission start order.

IX. Profile sought

To carry out this service, the agency or group of communication or audiovisual production agencies should have the skills required for the service in question. The agency should :

- At least 5 years' proven experience in modern audiovisual production and the production of animated educational videos aimed at the general public and specific audiences;
- At least three (3) educational video production assignments, ideally in the field of agriculture or development;
- Present a portfolio demonstrating their expertise in similar projects.

In addition, the agency team should comprise :

- A Service Manager with a 5-year degree and at least 7 years' general experience in Communications/Audiovisual. Good experience of managing a Communication or Audiovisual Agency. Fluency in at least two (2) ECOWAS languages (French, English, Portuguese) would be an asset;
- A scriptwriter with at least 4 years' higher education and at least five (5) years' general experience. He/she must have a sound knowledge of writing video films based on documents/reports from agricultural development projects and of audiovisual production and scriptwriting for educational videos. He/she must be able to write simple documents based on technical documents;
- A cameraman with a BAC+2 level and at least three (3) years proven experience in an audiovisual production company;
- A director with at least 2 years higher education and at least five (5) years proven experience in an audiovisual media or audiovisual production company;
- An audiovisual editor with at least 2 years higher education and at least three (3) years proven experience in audiovisual media, computer graphics and audiovisual animation or an audiovisual production company.

X. Application form

The application must include:

- A technical proposal including:
 - a. A brief presentation of the firm and its experience relating exclusively to the service,
 - b. An understanding of the objectives and expected results of the assignment and the methodology that the agency intends to implement,
 - c. Mission schedule (fieldwork and production of various deliverables),
 - d. A summary of the curriculum vitae of each proposed member of staff, clearly highlighting: (i) their academic and professional backgrounds, (ii) their technical skills, (iii) the list of similar services provided, as well as the contact details of the reference persons for each of the services indicated.
 - e. A portfolio of similar work carried out previously
- A financial offer clearly indicating the fees and justifiable expenses (perdiem, local transport and communication, etc.).