



PROGRAMME FOR IMPROVING FISHERIES GOVERNANCE AND BLUE ECONOMY TRADE
CORRIDORS IN SADC REGION (PROFISHBLUE)

REQUEST FOR PROPOSAL FOR VIDEO CONTENT CREATION

(Individual Consultant)

Reference Number: SADC/3/5/1/113

Grant Number: 2100155041083

Project ID Number: P-Z1-AAF-015

Date: 20 May 2025

1. The Southern African Development Community (SADC) Secretariat has received financing from the African Development Bank (AfDB), being a grant under the African Development Fund (ADF) to finance the Programme for Improving Fisheries Governance and Blue Economy Trade Corridors in SADC region (PROFISHBLUE Project). The SADC Secretariat plans to apply part of the agreed amount for this grant to payments under the contract for **Consulting Services to create video content for the PROFISHBLUE Project**.
2. The probable duration of the assignment is 3 months from the date of contract signature.
3. **Appendix 1** contains the Terms of Reference (TOR) indicating the scope of the assignment to be undertaken as well as the services required from the selected consultant.
4. You are to submit your proposal using the tables in **Appendix 2** (Technical proposal) and **Appendix 3** (Financial proposal). You are kindly requested to comment on the TOR for the proposed assignment, based on your practical experience and updated Curriculum Vitae.
5. The Proposals to be submitted by the selected consultants shall be evaluated based on the following criteria:

Criteria	Maximum points
Understanding of the Terms of Reference and quality of the technical proposal	30
Minimum of five years of proven experience in film production industry. Extensive experience in producing documentaries for organizations aimed at reaching local, regional, and international audiences across the value chain spectrum. Strong technical capabilities in Full High-Definition video for high-quality production.	40
Proven experience in delivering Full High-Definition and high-quality outputs and demonstrating good writing skills, a strong research or evidence focus, products that are appealing to target audiences, and meeting the specifications of the assignment.	30
Total	100

6. The highest-ranked consultant will be selected.
7. Interested Individual consultants may obtain further information at the address below during office hours from 8:00 am to 5:00 pm Botswana time.
8. You are kindly requested to submit your proposal in writing by midnight on **5 June 2025** Botswana time to this link: <https://collab.sadc.int/s/dtnFseknL6TRz2B> and mention ‘**Video Content Creation**’.

Attn:

The Procuring entity: SADC Secretariat
Contact person: Grem Salima, Procurement Expert
Southern African Development Community (SADC) Secretariat
Plot 54385 New CBD, Private Bag 0095
Gaborone, BOTSWANA

Telephone: +267 3951863

E-mail: gsalima@sadc.int and copy akefi@sadc.int

APPENDIX 1

TERMS OF REFERENCE FOR VIDEO CONTENT CREATION AND VISIBILITY MATERIALS FOR SADC PROFISHBLUE PROJECT

1.0 BRIEF BACKGROUND

The Multinational Program for Improving Fisheries Governance and Blue Economy Trade Corridors in Southern African Development Community (SADC) Region (PROFISHBLUE Project) is a project that has been developed in response to the African Development Bank (AfDB) 2021 Call for Proposals under the African Development Fund (ADF) 15 Regional Operations financing window (Regional Public Goods envelop). The project was approved in October 2021 and the Protocol of Agreement signed in December 2021.

The Southern African Development Community consists of 16 member countries and a blue economy that boasts a wealth of aquatic resources, from the two large marine ecosystems (LME) the Benguela Current LME and Agulhas LME to the network of rivers and lakes with abundant aquatic biodiversity that is not only ecologically significant but also culturally rich.

The aquatic biodiversity comprises marine and inland capture fisheries transboundary rich resources and aquaculture, generating a variety of benefits, including nutrition and food security, livelihoods, employment, exports and foreign currency and conservation and biodiversity values that are of global significance. These include resources such as marine species of hake, horse mackerel, abalone, tuna, squids, octopus, shrimps, prawns and lobsters and inland water species such as Nile perch, carp, tilapia, Kapenta and catfish. The SADC Protocol on Fisheries, the Regional Indicative Strategic Development Plan (RISDP) and SADC Blue Economy Strategy and Action Plan (BESAP) oversee the responsible and sustainable use of living aquatic resources and ecosystems in the region.

The economic value of the SADC region is amply recognized and through sustainable development could increase and contribute measurably to poverty and unemployment reduction, industrialization and sovereign economic security and stability. It is estimated that a total production of 3 million tonnes of fisheries is produced every year, of this, almost 2 million tonnes come from marine fisheries and 1 million tonnes from inland fisheries. Aquaculture production is estimated at almost 220 thousand tonnes annually, of which an estimated 132 thousand tonnes come from marine aquaculture. The sector accounts for an estimated 4% of the region's Gross Domestic Product (GDP) and 11% of the region's agricultural GDP, with an overall regional consumption of about 12.5 kg per capita of fish annually, which is lower than the recommended WHO per capita consumption of 15kg.

It is further estimated that these natural resources support over 100 million people in the region and across the continent, especially the youth and women Small-Medium Enterprises (SMEs) across the blue economy value chain. Noteworthy, women account for nearly 14% of all people directly engaged in the fisheries and aquaculture primary sector, especially in the processing, marketing and retail trade.

2.0 ASSIGNMENT RATIONALE

SADC Secretariat through the PROFISHBLUE Project has promoted sustainable management of fisheries resources within the blue economy context to improve food and nutritional security, create employment through value chain activities, facilitate intra-regional trade, and build climate change adaptive capacities. The Project draw on the fish chain analytical framework and an ecosystems approach to social and ecological connectivity focusing on two components: (i) improving collaborative governance of transboundary fisheries and genetic resources; and (ii) policy harmonisation and trade facilitation towards intra-regional trade. The Project is expected to contribute to (i) improved management of shared fisheries resources; (ii) increased productivity and value addition benefits and market access; (iii) strengthened capacity for SMEs and cooperatives towards intra-regional fish trade; (iv) SADC regional Genetic Improvement Programme, (v) Combating Illegal, Unreported and Unregulated (IUU) fishing and (vi) enhanced knowledge, regional partnerships and decision support for resilience.

In addition to local efforts to promote trade in fisheries and aquaculture products in the region, SADC Secretariat has also deployed resources for regional harmonization of standards and sanitary and phytosanitary measures to protect human, animal and plant health and safety, as well as the environment. This is particularly important in trade in fisheries and aquaculture products across borders and to market access in the region.

The visibility of the work and efforts by SADC Secretariat in the region remains limited and unnoticed due to the unavailability of products such as videos that can be accessible on social media platforms and be showcased at different platforms across the region and beyond. In order to increase visibility, SADC Secretariat through the PROFISHBLUE Project aims to develop videos that will highlight regional initiatives and their impact in response to the Protocol on Fisheries and RISPD 2020-2030. The videos will also demonstrate how Member States and partners have been and continue to be involved in regional initiatives, as well as the Secretariat's commitment to the fisheries and aquaculture value chains.

3.0 OBJECTIVE OF THE ASSIGNMENT

The overall objective of this assignment is to create an impactful informative and knowledgeable video product and information products about the (SADC) Secretariat and PROFISHBLUE Project initiatives. The video and information products will cover its social, environmental and economic dimensions using existing, recent and or new information and data sources related to aquaculture and fisheries development in the region.

4.0 APPROACH TO THE ASSIGNMENT

One (1) video documentary (not exceeding 10 minutes), two (2) infographics, and a publication/article will be produced by a reputable service provider from a member state of the Southern African Development Community (SADC). The project will also involve the design and improvement of logos for five beneficiary groups, including the creation of stickers for the three (3)- ton trucks:

- The first video is for the PROFISHBLUE Project initiatives and success stories in the Beneficiary Member States. The video will provide a narrative on the project objectives and what it aims to achieve in the region, taking into consideration implementing partners, member states and target beneficiaries (gender disaggregated and youth participation).
- The documentary should also promote the achievement of the SADC Protocol on Fisheries, (Regional Indicative Strategic Development Plan 2020 – 2030 (RISPD), Blue Economy Strategy and Action Plan initiatives in the region in terms of fisheries and aquaculture value chain development and sustainable use of these resources.
- The SADC Secretariat will support the service providers in locating, contacting and liaising with the fish value chain actors and other relevant stakeholders in the target areas of the video shoot.
- Filming will be through informed consent, meaning there is a process of discussing with the participant to obtain their consent for the shoot and the accompanying script.
- All materials arising out of this consultancy will remain the property of the SADC Secretariat.
- The work will be overseen by the SADC Secretariat Representatives in Botswana, along with support and guidance from the PROFISHBLUE Project and the SADC Communication team.

The service provider will be required (if there is a need) to capture High-Resolution Photograph (at least 500) during the period of 1 June to 31 July 2025 in at least four (4) countries (two inland and two coastal) to profile the initiatives and be used as ongoing communication and advocacy material for fisheries and aquaculture value chains efforts in the region.

5.0 SPECIFIC TASKS

The specific tasks for the assignment include the following:

- To develop the overall documentary concept and scenario
- Production of the video (script writing, videography, editing, audio balancing, sub-titling, format exporting, archiving raw and edited work, etc.) according to SADC Secretariat standards. All videos produced must be in the SADC official languages (English, French and Portuguese) and of the highest quality to adequately represent the organisation
- To use own HD-quality video camera and professional editing software
- Conduct field visits (together with the SADC PROFISHBLUE Project) to the various project areas in the beneficiary Member States/ or recommended SADC member countries.
- To facilitate and undertake interviews with fisheries and aquaculture actors in those beneficiary states/ or recommend SADC member countries.
- In consultation with the SADC Secretariat and PROFISHBLUE Project, draw up questions for the various fisheries and aquaculture actors.
- To capture necessary video footage and photos of different SADC Secretariat/PROFISHBLUE Project initiatives (e.g., Stakeholder consultations, workshops, case studies and related project materials)
- To produce the Project / SADC Secretariat video documentary (not more than 10 minutes) and to include a one (1) minute introductory video to be provided by the SADC / Project indicating the initiatives in the region/member states benefiting from PROFISHBLUE project

- To compose background music for the video
- Identify location, name and age of interviewees, quotes and relevant details
- Audio balances the final product and converts to formats for use on TV, radio, web
- To narrate and edit raw video footage to produce the final video
- The final production quality of the video will be approved by the SADC Secretariat
- Deliver the final products in HD format
- Deliver an HD resolution finished product in separate formats that are sized for the following specific platforms: YouTube, Facebook, Instagram, SADC website, and a compressed version that can be sent to prospective partners/funders via email or a Google / One Drive link.
- Provide the SADC Secretariat with unedited raw footage of all filming sessions, photos for SADC / PROFISHBLUE Project to save, review, and use without limitation at any point during and after fulfilment of the contract.

6.0 DELIVERABLES AND TIMELINE

The expected deliverables are as follows:

The consulting team will be expected to provide regular updates on the assignment. The work is expected to start on the 1st June 2025 and expected to be finalized by 30 August 2025.

Deliverable	Due Date
Inception Report including detailed work plan and methodology for review and approval by the SADC Secretariat team	One week from commencement of contract
5x Beneficiary Logos	16 June 2025
5x stickers for the 3-ton truck	16 June 2025
Video Script	Two weeks from commencement of contract
Photo album (high-resolution)	01 September 2025
One (1) SADC PROFISBHLUE Video (not more than 10 minutes)	First draft – July 2025 Final draft – Mid-August 2025
Publication of two (2) infographics	Final product – 01 September 2025
Production of one (1) publication/article	

7.0 QUALIFICATION OF THE CONSULTANT

The consultant should possess the following qualifications and experience in terms of the desired skills and competencies:

- The consultant must have a minimum of five years of proven experience in film production industry.

- The consultant should also have extensive experience in producing documentaries for organizations aimed at reaching local, regional, and international audiences across the value chain spectrum.
- Strong technical capabilities in Full High-Definition video are required to ensure high-quality production.
- Proven experience in delivering Full High-Definition and high-quality outputs and demonstrating good writing skills, a strong research or evidence focus, products that are appealing to target audiences, and meeting the specifications of the assignment.
- Able to provide examples of outputs and references of previous work upon request.

8.0 TIMEFRAME, LOCATION AND TRAVEL

The consultancy services will be provided for 3 months from the date of contract signing. This will encompass fieldwork, travel where necessary, video recording, and editing.

Activity	Description	Responsibility
1. Timing	the shooting will take place in June and July 2025	Consultant and SADC
2. Location and description	the shootings and travel will take place in four countries (based on the budget) – two inland and two coastal countries (to be identified)	Consultant and SADC
3. Script/ script shooting	Scripts for the video must be developed at least one week before filming begins. The scripts will need to be approved by the SADC Secretariat.	Consultant and SADC
4. Capturing		Consultant
5. Narration, audio, visuals		Consultant
6. Budget	the consultant will provide a detailed and comprehensive budget. All field visits will be done in collaboration with the SADC Secretariat and Member States.	Consultant
7. Delivery	the final product should be delivered by 31 August 2025	Consultant

9.0 VIDEO GUIDELINES

- The resolution must be 1080p (1920 x 1080 Full HD) or above.
- The videos must be encoded as an MP4 using the H.264 codec.
- Each video should have a QR code at the end

10.0 TECHNICAL AND LOGISTICAL SUPPORT

The SADC Secretariat will provide the service provider with:

- Basic information on the projects
- Branding and other SADC Secretariat guidelines on videos (communication)
- Suggestions on the most suitable project sites, stories and relevant contacts
- This being a regional production, interpretation and translation into SADC Official languages will apply as applicable through the consultant/firm and SADC Secretariat.

11.0 CONFLICT OF INTEREST

1.1 The Consultant is required to provide professional, objective, and impartial advice, at all times holding the Client's interest's paramount, strictly avoiding conflicts with other assignments or its own corporate interests and acting without any consideration for future work.

1.2 The Consultant has an obligation to disclose to the Client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its client. Failure to disclose such situations may lead to the disqualification of the Consultant or the termination of its Contract and/or sanctions by the Bank.

1.2.1 Without limitation on the generality of the foregoing, the Consultant shall not be hired under the circumstances set forth below:

a. Conflicting Activities

(i) Conflict between consulting activities and procurement of goods, works or non-consulting services: a Consultant that has been engaged by the Client to provide goods, works, or non-consulting services for a project, or any of its Affiliates, shall be disqualified from providing consulting services resulting from or directly related to those goods, works, or non-consulting services. Conversely, a firm/consultant hired to provide consulting services for the preparation or implementation of a project, or any of its Affiliates, shall be disqualified from subsequently providing goods or works or non-consulting services resulting from or directly related to the consulting services for such preparation or implementation.

b. Conflicting Assignments

(ii) Conflict among consulting assignments: a Consultant (including its Experts and Sub-consultants) or any of its Affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Consultant for the same or for another Client.

c. Conflicting Relationships

(iii) Relationship with the Client's staff: a Consultant (including its Experts and Sub-consultants) that has a close business or family relationship with a professional staff of the Borrower (or of the Client, or of implementing agency, or of a recipient of a part of the Bank's financing) who are directly or indirectly involved in any part of (i) the preparation of the Terms of

Reference for the assignment, (ii) the selection process for the Contract, or (iii) the supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the Contract.

APPENDIX 2

TECHNICAL PROPOSAL SUBMISSION FORM

{Location, Date}

To: *[Name and address of Client]*

Dear Sirs:

I, the undersigned, offer to provide the consulting services for *[Insert title of assignment]* in accordance with your Request for Proposals (RFP) dated *[Insert Date]* and my Proposal. I am hereby submitting my Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate envelope. I am hereby submitting my Proposal, which includes this Technical Proposal only in a sealed envelope.

I hereby declare that:

- (a) All the information and statements made in this Proposal are true and I accept that any misinterpretation or misrepresentation contained in this Proposal may lead to my disqualification by the Client and/or may be sanctioned by the Bank.
- (b) My Proposal shall be valid and remain binding upon us for the period of 90 days.
- (c) I have no conflict of interest
- (d) I confirm my understanding of our obligation to abide by the Bank's policy in regard to Fraud and Corruption as per ITC 5.
- (e) I am not subject to, and not controlled by any entity or individual that is subject to, a temporary suspension or a debarment imposed by the African Development Bank or a debarment imposed by the African Development Bank in accordance with the Agreement for Mutual Enforcement of Debarment Decisions between the African Development Bank and other development banks. Further, we are not ineligible under the Client's country

laws or official regulations or pursuant to a decision of the United Nations Security Council;

- (f) In competing for (and, if the award is made to us, in executing) the Contract, I undertake to observe the laws against fraud and corruption, including bribery, in force in the country of the Client.
- (g) My Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.

I undertake, if my Proposal is accepted and the Contract is signed, to initiate the Services related to the assignment no later than the date indicated agreed.

I understand that the Client is not bound to accept any Proposal that the Client receives.

We remain,

Yours sincerely,

Signature of Consultant [\[In full and initials\]](#):

Full name: [\[insert full name of authorized representative\]](#)
Title: [\[insert title/position of authorized representative\]](#)
Address: [\[insert the authorized representative's address\]](#)
Phone/fax: [\[insert the authorized representative's phone and fax number, if applicable\]](#)
Email: [\[insert the authorized representative's email address\]](#)

DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN FOR PERFORMING THE ASSIGNMENT

A description of the approach, methodology, and work plan for performing the assignment, including a detailed description of the proposed methodology.

[Suggested structure of your Technical Proposal]

- a) ***Technical Approach, Methodology, and Organization of the Consultant's team.***
[Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TOR), the technical approach, and the methodology you would adopt for implementing the tasks. [Please do not repeat/copy the TORs in here.](#)]
- b) ***Work Plan and Staffing.*** [Please outline the plan for the implementation of the main activities/tasks of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan and work schedule showing the assigned tasks for each expert. A list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule Form.]
- c) ***Comments (on the TOR and on counterpart staff and facilities)***
[Your suggestions should be concise and to the point, and incorporated in your Proposal. Please also include comments, if any, on counterpart staff and facilities to be provided by the Client. For example, administrative support, office space, local transportation, equipment, data, background reports, etc.]

WORK SCHEDULE AND PLANNING FOR DELIVERABLES

N°	Deliverables ¹ (D-..)	Months											
		1	2	3	4	5	6	7	8	9	n	TOTAL
D-1	{e.g., Deliverable #1: Report A												
	1) data collection												
	2) drafting												
	3) inception report												
	4) incorporating comments												
	5) delivery of final report to Client}												
D-2	{e.g., Deliverable #2:.....}												

- 1 List the deliverables with the breakdown for activities required to produce them and other benchmarks such as the Client's approvals.
- 2 Duration of activities shall be indicated in a form of a bar chart.
3. Include a legend, if necessary, to help read the chart.

CURRICULUM VITAE (CV)

Position Title and No.	{e.g., K-1, TEAM LEADER}
Name of Expert:	{Insert full name}
Date of Birth:	{day/month/year}
Country of Citizenship/Residence	

Education: {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

Employment record relevant to the assignment: {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
[e.g., May 2005-present]	[e.g., Ministry of, advisor/consultant to... For references: Tel...../e-mail.....; Mr. Hbbbbbb, deputy minister]		

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work): _____

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
{List all deliverables/tasks in which the Expert will be involved}	

Expert's contact information : (e-mail, phone.....)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

{day/month/year}

Name of Expert

Signature

Date

APPENDIX 3

FINANCIAL PROPOSAL SUBMISSION FORM

{Location, Date}

To: [Name and address of Client]

Dear Sirs:

Me, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and my Technical Proposal.

My attached Financial Proposal is for the amount of {Indicate the corresponding to the amount(s) currency(ies)} {Insert amount(s) in words and figures}, *[Insert "including" or "excluding"] of all indirect local taxes*. The estimated amount of local indirect taxes is {Insert currency} {Insert amount in words and figures} which shall be confirmed or adjusted, if needed, during negotiations.

My Financial Proposal shall be valid and remain binding upon me, subject to the modifications resulting from Contract negotiations.

I understand you are not bound to accept any Proposal you receive.

I remain,

Yours sincerely,

Signature (of Consultant's authorized representative) {In full and initials}:

Full name: {insert full name of authorized representative}
Title: {insert title/position of authorized representative}
Address: {insert the authorized representative's address}
Phone/fax: {insert the authorized representative's phone}
Email: {insert the authorized representative's email address}

SUMMARY OF COSTS

Item	Cost			
	{Consultant must state the proposed Costs; delete columns which are not used}			
	<i>{Insert Foreign Currency # 1}</i>	<i>{Insert Foreign Currency # 2, if used}</i>	<i>{Insert Foreign Currency # 3, if used}</i>	<i>{Insert Local Currency, if used and/or required (16.4 Data Sheet)}</i>
Cost of the Financial Proposal				
Including:				
(1) Remuneration				

BREAKDOWN OF REMUNERATION

Information to be provided in this Form shall only be used to demonstrate the basis for the calculation of the Contract's ceiling amount; and, if needed, to establish payments to the Consultant for possible additional services requested by the Client. This Form shall not be used as a basis for payments.

A. Remuneration _____								
No.	Name	Position	Person-month Remuneration Rate	Time Input in Person/Month	Amount in USD			
_____	_____							
_____	_____	_____	_____	_____				_____
_____	_____	_____	_____	_____				
_____	_____	_____	_____	_____				_____
_____	_____	_____	_____	_____				_____
_____	Total Cost				_____	_____	_____	_____