

Terms of Reference

Short movie, video clips and images on Kenyan-German development cooperation

In the context of the upcoming 60th anniversary of development cooperation between Germany and Kenya in 2023, the German Embassy in Nairobi seeks to produce a short documentary-style movie as well as other material that capture testimonies and stories from currently ongoing development projects across Kenya.

Specifically, the Embassy is looking for a production studio or producer to develop a series of films as well as images. The producer will be asked to film in Nairobi as well as to travel to different locations across Kenya (e.g. Nairobi, Lake Victoria Region, Mt. Kenya Region) to take videos as well as images. From the material collected, he/she will be asked to produce:

- One longer (approx. 10-15 minutes) documentary movie for the celebrations of the 60th anniversary of development cooperation;
- A minimum of 10 short (10-30 seconds) video clips for distribution on social media platforms;
- A series of high quality pictures (at least 50).

Scope of Work & Technical Requirements

The deliverables (video, short clips, pictures) should be engaging, motivational and told from the perspective of beneficiaries with interviews from local communities as well as decision-makers. The films should be produced at highest market quality standards (HD technology format 16:9). The main language of the videos should be English, other languages must be subtitled. Simple animations could be added to the videos.

The contractor should travel through Kenya taking video and photographs of projects and beneficiaries in at least five locations (e.g. **Nairobi, Kisumu, Kakamega, Siaya and Nakuru Counties**). Logistics (i.e., car and airline tickets, if necessary) are to be arranged by the contractor. The Embassy will, however, provide contact with German Development Cooperation implementation partners, to be present at the shootings and to help organize access to project venues.

The contractor should capture a wide variety of shots - i.e. people as well as buildings and landscapes. Use of drone footage is recommended. The total running time of the long documentary is to be 10-15 minutes. For the shorter clips running time should be around 30 seconds.

The contractor should deliver final ready-to-air / ready-to-use products. He/she should lead the entire film production i.e. writing, filming, editing, voicing etc. The Embassy must be consulted especially during the scripting as well as final editing of the film. In addition, the Embassy will provide review and inputs during the entire production process, when needed.

The German Embassy in Nairobi will be the Executive Producer of the films and has the “final cut”. The rough cut of the documentary should be provided to the Embassy for review, comments and approval. The German Embassy will own all the rights to the final products (movie, short clips, pictures) and may use them in any way deemed necessary.

Expected timeline

- The contractor shall commence work immediately upon signing the contract. A detailed timeline, work plan and draft outline should be submitted within 14 days after signing of the contract and discussed with the Embassy.
- A first cut of the documentary should be provided by 15th November 2022 for review and input by the Embassy.
- The final product i.e. the films as well as all the raw material and project files, should be delivered to German Embassy Nairobi on an external HDD/thumb drive no later than December 1st 2022.

Deliverables & Payment Distribution:

Payments will be processed upon delivery of the following products along with invoice:

1. Detailed timeline, work plan and draft outline, as well as a shooting schedule, (if necessary) a revised outline prior to commencing filming. (40%).
2. First cut of the movie, Project files & all raw material, as well as Final cut of movie (60%).

Qualifications

1. Minimum of three years' documented work experience in the area of film / reportage / documentary writing, producing, directing and editing;
2. Access to highest quality filming, light, sound and editing as well as photography equipment.
3. Ability to operate under short time limits and to apply high production and technical standards;
4. Ability to communicate and conduct interviews in English and Kiswahili.
5. Track record of successful materials filmed in the region and/or on similar topics would be an asset.

Application

DEADLINE FOR SUBMISSIONS: 12 SEPTEMBER 2022

To apply for the contract, please see the instructions following. The offeror is expected to provide the following via email to wi-10@nair.diplo.de :

1. A one-page letter describing the proposed direction for the film. The project locations are for example; ***a geothermal power plant, a small holder agricultural farm project, and a TVET training project.***
2. Three links to work samples demonstrating relevant previous productions.
3. At least two references from previous clients.
4. List with technical information of the equipment intended for use, including camera, light, sound, editing software etc.
5. Preliminary filming plan and timeline, including pre-production, production and post-production.
6. A detailed breakdown of all estimated costs, including days of shooting, days of editing, travel costs etc. A clear total cost must be indicated. No additional payments will be made outside of the total budget.

The short listed candidates will be invited to participate in a call to further present their ideas.

All submitted offers shall be binding until 31 December 2022.

Reservations & Confidentiality

German Embassy Nairobi reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines. In the event of the producer ending the contract prior to delivering all agreed upon products, a portion of the payments shall be returned to the German Embassy Nairobi. The contractor undertakes to maintain confidentiality on all information that is not in the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment. The Contractor shall refrain from promoting any political or religious beliefs in the deliverables, which are the subject of this contract.