

Terms of Reference

Service:	Video production
Project title:	Media Futures East Africa Project
Location:	East Africa (Kenya, Tanzania and Uganda) / Online
Assignment period:	15.07.2021 – 30.11.2021
Languages required:	English
Application deadline:	02.06.2021 (Wednesday)

I. Background

Introducing DW Akademie

DW Akademie is Deutsche Welle's centre for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and independent decisions based on reliable facts and constructive dialogue.

DW Akademie enables people throughout the world to make decisions based on independent information, reliable facts and constructive dialogue. We stand for free media, free expression and free societies worldwide.

Introducing the partnership with the AKU Media Innovation Centre

The Graduate School of Media and Communications of the Aga Khan University (AKU-GSMC) aims to foster a diverse, independent, innovative, ethical, and economically thriving media and communications sector in East Africa that contributes to the creation of successful and sustainable societies in an era of technological and social change.

The AKU is committed to academic excellence and to the full utilization of educational technologies to enhance students' learning experience. Through ongoing partnerships with the media industry and prestigious overseas institutions, the AKU enlists international and local expertise to help establish its programs and services. Input from the media industry and the journalism academy – locally and globally – has helped foster the intellectual rigor and practical relevance needed to prepare East Africa's media for the challenges of the future.

Accordingly, AKU-GSMC is dedicated to advancing excellence in media performance, strengthening ethical practice, enhancing leadership, and promoting innovation and entrepreneurship across the media and communications sectors.

Media Futures Project

DW Akademie and AKU-GSMC have collaborated in the Media Futures East Africa Project to support informed communities through viable media in East Africa. To this end and through partnerships we will conduct research and training, and carry out acceleration and outreach, for media and other stakeholders. The Media Futures East Africa Project supports media that is free, independent, innovative, evidence-based and committed to society. Overall, the project aims to:

- 1) Bolster the viability of media outlets and
- 2) Galvanize media innovation in East Africa, with a focus not just on creative content but on new and sustainable business models for the future.

For more information on the project, please visit our website [here](#).

II. Scope of engagement and deliverables

The contracting party is looking for an experienced external service provider to produce video content to promote a conference, as well as the Media Futures East Africa Project.

The EAST Festival (*working title*) shall be a hybrid conference in Kenya (Nairobi), Tanzania (Dar es Salaam) and Uganda (Kampala) and exclusive online parts. The conference is hosted by the Media Futures East Africa Project (Aga Khan University and DW Akademie) and co-hosted by the Tanzania Media Foundation and Media Challenge Initiative in October 2021 (*tbc.*).

The product vision is to create a professional ‘show – don’t tell event series’ on telling media stories from East Africa and to connect the media stakeholders in the region through storytelling and innovation. The conference is planned for four to five days, whereas three days shall be hybrid and two days online only – depending on the Corona related restrictions.

Conference Information

Date: October 2021 (*tbc.*) / one week (4-5 days)

Participants: up to 200 (maximum)

Location: Online with 3 hybrid events in Kenya, Uganda and Tanzania (each 1 day)

Deliverables

Task A – Production of video content

Documentary

- Design, produce and release a **(mini) documentary** on the state of media in East Africa, media viability and the impact of the Media Futures project in the region. The documentary shall represent content filmed and produced in all three partner countries (Uganda, Tanzania and Kenya).
- The documentary should be produced in English, with Kiswahili subtitles, at highest market quality standards, high-definition, fast paced and colorful, with clean stylistic touches. The total running time of the documentary is to be 15-25 minutes.
- The entire film production i.e. writing, filming, editing, voicing/narration etc. should be done by the contractor, delivering a final ready-to-air product in broadcast standards and in HD technology format 16:9. The entire development and production process will be closely monitored by the Media Innovation team office providing continuous review, comments and thematic inputs support when needed.
- Produce the videos in a format suitable to promote the conference (live stream) and share online (web site / youtube) afterwards.

- The script for the content shall be produced in collaboration with the DW film department and regional DW programm department.

Short videos and promotion material

- Produce up to **5 short videos**, between 30 seconds and 2 minutes in length, which experts from the documentary above. Produce the videos in a format suitable to promote the conference, primarily via social media. The short videos shall cover following topics (*tbc.*):
 - Media Viability and the impact of the project in East Africa;
 - State of the media in East Africa (incl. showcasing research produced by the project);
 - Digital challenges and approaches in the media environment of East Africa;
 - Voices from the region (interviewing key stakeholders); and
 - Promoting innovation in rural areas.
- Design, produce and release a minimum of **3 content related videos / key-notes**, between 5 minutes and 10 minutes in length, to use during the pre-communication and promotion of the conference. Produce the videos in a format suitable for social media.
- Design, produce and release an **introduction video** of 3-5 minutes length for the conference opening. Produce the videos in a format suitable for streaming online and online platforms.

Task B: Video documentation

- Document on ground recording of sessions, exhibitions and other presentations taking place in the conference. Material recorded by the event agency, which is supporting the hosting of the conference, shall be shared and can be used.
- **Conduct short video interviews** with selected panelists, key-note speakers and up to 20 participants, which can be used within the documentation.
- Design, produce and release a **video documentation** of the conference of 3-5 minutes in length. The documentation shall be available 2 weeks after the event.

The videos / content must be innovative, of highest quality and visually attractive. The service provider ensures that the videos bear all compulsory content and credits.

The contractor shall design and use video graphics and animation, which is in line with the overall visual identity of the conference and in line with the visual brand of the Media Innovation Centre (MiC). The visual identity will be provided by the project.

IV. How to apply (requirements)

Applications shall be made in writing by June 2nd 2021 (Wednesday) and provide the following:

- Cover letter / Letter of application
- Concept note (incl. workplan / timelines)

- Financial proposal (budget) in local currency and in Euro (incl. VAT), divided by the above-mentioned areas of cooperation
- Names / CV's of the proposed project team.

DW Akademie will assess all tender submissions and shortlist applicants for an interview.

A final decision on the appointment of the selected event agency will be made following the interview and selection process. All candidates will be informed within 3 weeks.

Proposals (incl. budget) should be submitted in electronic form only to dw-akademie.media-futures@dw.com with Julia Gering (Julia.Gering@dw.com) and Juliane Nitz (Juliane.Nitz@dw.com) in cc. The deadline for all proposals is June 2nd, 2021.

If possible, please merge all required documents in one PDF for submission.