

# THE COLLABORATIVE SEED PROGRAMME

**Request for Proposal: Documentary Video Production**

**April 2023**

Synopsis of this Request for Proposal (RFP)	
<b>Issue Date</b>	<b>18th April 2023</b>
<b>Project</b>	The Collaborative Seed Programme (CSP) – Documentary Video Production
<b>Jurisdiction</b>	Nigeria
<b>Issuing Office &amp; Email for Submission of Proposals</b>	Attn: Sahel Consulting Agriculture and Nutrition Limited Email: <a href="mailto:research@sahelconsult.com">research@sahelconsult.com</a> and Meyakno Ekong Email: <a href="mailto:mekong@sahelconsult.com">mekong@sahelconsult.com</a> Sahel Consulting Agriculture & Nutrition Limited Plot 817A Don P Ojemen Close, Cadastral Zone B04, Ebitu Ukiwe Street, Jabi District, Abuja. FCT, Nigeria
<b>Deadline for Receipt of Proposals</b>	Please email proposals by <b>17<sup>th</sup> May 2023</b> to the email addresses <a href="mailto:research@sahelconsult.com">research@sahelconsult.com</a> and <a href="mailto:mekong@sahelconsult.com">mekong@sahelconsult.com</a> .
<b>Point of Contact</b>	Meyakno Ekong <a href="mailto:mekong@sahelconsult.com">mekong@sahelconsult.com</a>
<b>Basis for Selection</b>	Sahel will select the company for this video production through a fair and transparent process. Proposals will be evaluated using the criteria outlined in Section III of the RFP

# 1. CSP PROGRAM OVERVIEW

## 1.1 Background

The Collaborative Seed Program (CSP) is seeking to hire a film producer to oversee and deliver the production of a program documentary.

The Collaborative Seed Programme (CSP) is a four-year Programme financed by the Ministry of Foreign Affairs of the Netherlands, represented by the Embassy of the Kingdom of the Netherlands (EKN) in Abuja. The project aims to improve sustainable food production, income stability, and nutrition security of rural households in Nigeria by improving farmers' access to and use of quality seeds of improved varieties. This needs a well-functioning seed sector with good performance in the six functions of: service provision, seed production, market development, revenue generation and re-investment, governance and coordination, and regulation and management.

## 1.2 Program Scope

CSP contributes to the ambitions of the National Seed Road Map. The programme is built around eight of the twenty-two SIPs of the NSRM: Decentralization of seed quality assurance, Sector governance and coordination, Extension on seed and cultivation practices, Plant variety protection, Seed company marketing and promotion, Variety release, Alignment of donor interventions, and Institutional markets.

<b>Impact</b>	Improved sustainable food, income, and nutrition security of rural households in Nigeria
<b>Goal</b>	Improve farmers' access and use of quality seeds of new, improved varieties to sustainably increase agricultural productivity
<b>Programme Outcomes</b>	<ul style="list-style-type: none"><li>• Enhanced capacity of the seed sector to provide high-quality, inclusive and differentiated services to seed producers and seed value chain actors.</li><li>• Enhanced efficiency, fairness and transparency of seed value chains and seed markets</li></ul>
<b>Programme Targets</b>	<ul style="list-style-type: none"><li>• Number of small-scale food producers (SSFP) that progressively decrease the yield gap in Kaduna State</li><li>• Number of small-scale food producers with increased productivity in Kaduna State</li><li>• Number of small-scale food producers using quality seed in Kaduna State</li><li>• Number of small-scale food producers using improved varieties in Kaduna State</li></ul>

## 2. DOCUMENTARY

### 2.1 Overview

As part of the baseline activities, the Collaborative Seed Programme (CSP) is commissioning a general documentary, which will cover the overview, scope, targets, and achievements of the program so far. The objectives of the documentary are:

- To outline the program’s scope and showcase its impact on learning and innovation.
- The target audience includes donors, partner organizations, policymakers at national and sub-national levels, and members of the public who have an interest in seed sector development.

### 2.2 Scope of Work

The documentary will be divided into various segments. It will start with an overview of the seed sector, its challenges, and the rationale for the CSP. It will then introduce the program and its objectives before showcasing each program intervention area called topics.

A voice-over host/narrator will guide the audience through the different segments of the documentary.

The documentary will feature interviews with key stakeholders, including.

- International Partners
- Program Coordinator
- Topic Leads: Variety Release, Extension on seed and cultivation practices (ESCP), Seed Company Marketing and Promotion (SCMP), Decentralized Seed Quality Assurance (DSQA), Seed Sector Platform (SSP), Plant Variety Protection (PVP), Alignment of Donor Interventions (ADI), Institutional Markets (IM)
- Target beneficiary community leaders and focus crop farmers.

The documentary will be in English except for interviews with focus crop farmers, which will be in the local language (Hausa) with English subtitles.

The documentary will include the following segments:

	SEGMENT	CONTENT	FOOTAGE
INTRODUCTION	Background and Overview of the Seed Sector	Key statistics and trends, value chain overview	Farmers with crops at the field; Women farmers selling crop produce
		Key challenges in the seed sector	Diseased crops; Recycled seeds; Tomato/Rice/Maize wastage
		Key success factors to unlock the seed sector’s potential.	Breeders at a lab developing varieties; PVP processes; Farmer practising GAP/using technology
	The Collaborative Seed Programme (CSP)	Prioritization of the seed sector. Why did EKN decide to invest in the sector?	Farmers planting seeds at the field
		What is the CSP? How did it come about? What are its objectives? Who are the main partners, and what are their roles?	Farmers practising GAP/using technology; EKN, Sahel and other implementing partners office
		Overview of CSP topics and how they address challenges in the seed sector	Snapshot of CSP interventions: demonstration trials, Variety release trials, Extension training, etc.
INTERVENTIONS ON ADEAC	CSP Topics	Overview, purpose and process of topic 1 - <b>Decentralization of Seed Quality Assurance (DSQA)</b> Key findings from the baseline study	Stakeholder activities around the topic
		Proposed targets for topic 1 - <b>Decentralized Seed Quality Assurance DSQA</b>	

SEGMENT	CONTENT	FOOTAGE	
END	Overview, purpose, and process of topic 2 - <b>Extension on seed and cultivation practices (ESCP)</b> Key findings from the baseline study	Stakeholder activities around the topic	
	Proposed targets for topic 2 - <b>Extension on seed and cultivation practices (ESCP)</b>		
	Overview, purpose, and process of topic 3 - <b>Seed Company Marketing and Promotion (SCMP)</b> Key findings from the baseline study	Stakeholder activities around the topic	
	Proposed targets for topic 3 - <b>Seed Company Marketing and Promotion (SCMP)</b>		
	Overview, purpose, and process of topic 4 - <b>Institutional Markets</b> Key findings from the baseline study	Stakeholder activities around the topic	
	Proposed targets for topic 4 - <b>Institutional Markets</b>		
	Overview, purpose, and process of topic 5 - <b>Seed Sector Platform (SSP)</b> Proposed targets for topic 5 - <b>Seed Sector Platform (SSP)</b>	Stakeholder activities around the topic	
	Overview, purpose, and process of topic 6 - <b>Alignment of Donor Interventions</b> Proposed targets for topic 6 - <b>Alignment of Donor Interventions</b>	Stakeholder activities around the topic	
	Overview, purpose, and process of topic 7 - <b>Plant Variety Protection</b> Proposed targets for topic 7 - <b>Plant Variety Protection</b>	Stakeholder activities around the topic	
	Overview, purpose, and process of topic 8 - <b>Variety Release</b> Proposed targets for topic 8 - <b>Variety Release</b>	Stakeholder activities around the topic	
	Key Sector Challenges	Farmers' perspective	Farmer practicing GAP/using technology; pictures of produce in the farm.
		Seed Company's perspective	
		Government's perspective (NASC)	

## 2.3 Deliverables

The selected producer will commit to the following deliverables:

- Production and post-production schedule.
- Filming in project locations at Kaduna, Kano, and Abuja.
- Editing and development of the final video clips.
- Implementation of graphics and motion imagery to the video where relevant.
- Developmental edits based on feedback to draft versions for up to five iterations.
- A photography collage from the filming and production on flash drives for electronic and digital/web usage.
- Final approved videos and raw files in a storage device (preferably a flash drive).

Deliverables must meet international best practices prior to full payment.

The selected producer is also expected to meet the following requirements:

### Camera and Selection Requirements

Equipment	Description	Purpose
<b>Video Quality</b>	Minimum recording of and exporting at 1080p HD quality	To produce a high-resolution, world-class video
<b>Professional Camera</b>	Cameras that record at a minimum of 1920x1080 resolution and export at a minimum of H.264 video quality.	To produce high-quality video
<b>Tripod</b>	A tripod is an essential accessory for every camcorder owner. It is mounted firmly and connects your camera to the legs to allow you some freedom of movement. It also maintains the camera on a tripod position without drifting or movement when you let go.	To keep the footage looking steady and professional.
<b>Gimbal</b>	A gimbal is a pivoted support that allows the rotation of an object about a single axis.	To keep the footage steady from vibrations.
<b>Osmo</b>	It is combined with a camera/gimbal	To ensure stabilized shooting of the footage
<b>Drone</b>	It is the capture of still images and video by a remotely operated or autonomous unmanned aerial vehicle (UAV).	To capture aerial footage
<b>Shotgun Microphone</b>	A shotgun microphone is a highly directional microphone that must be pointed directly at its target sound source.	To achieve a high beam of concentration on the sound source to record the sound.
<b>Kino Flow</b>	Lighting equipment for use in motion pictures, television, and photography.	To enhance the color of the footage.
<b>Lavalier Microphone (Wired or Wireless)</b>	To be provided to every speaking actor in the video.	To produce high-quality sound
<b>Boom Pole</b>	A long pole with a microphone attached.	To capture audio from a single or group interview, crowd scenes or any situation where you need to gather professional audio quickly.
<b>Headphone</b>	A dynamic closed ear headphone which features excellent sound reproduction.	To avoid any poor audio surprises when you get back from the shoot.
<b>Accessory Lens</b>	It is attached to your camcorder for certain affects e.g., optic zoom, focus etc.	To dramatically improve the image If you are shooting in super sunny situations or focus on someone in the video while the background is blurry.
<b>Storage Device</b>	A portable hard drive e.g., external hard drive	To offload the footage from your camera's memory cards to a storage device.

## 2.4 Program Duration

The assignment is expected to be undertaken between **June 1<sup>st</sup> and October 31<sup>st</sup> 2023.**

### 3. RFP RESPONSE REQUIREMENTS

The structure of the bid must correspond to the structure provided below. It must be legible (font size 11 or larger) and clearly formulated. The complete bid shall not exceed 10 pages (excluding the Corporate Information annexes).

Section
Signed cover letter
Response to each of the evaluation criteria:
<ul style="list-style-type: none"><li>• Corporate Capability and Past Experience</li></ul>
<ul style="list-style-type: none"><li>• Technical proposal</li></ul>
<ul style="list-style-type: none"><li>• Price proposal</li></ul>
<ul style="list-style-type: none"><li>• Personnel and management</li></ul>
<ul style="list-style-type: none"><li>• Corporate Information</li></ul>

#### 3.1 Corporate Capability and Past Experience

- The producer should provide a brief description of his/her company and corporate capabilities.
- S/he should share examples of past videos of similar scope that they have done (and references associated) (***Please see annex for template***)

***Note: Sahel will contact the given references to authenticate and ask any questions that may be relevant to this project.***

#### 3.2 Technical Proposal:

**The technical proposal should include:**

- A detailed work plan that provides a breakdown of activities and outputs as described in the Scope of Work.
- A checklist of required production equipment (see annex for template).

#### 3.3 Price Proposal

- Candidates should submit a Price Proposal that clearly cross-references the phases of the Scope of Work. All costs associated with delivering the Scope of Work must be detailed within the Price Proposal (e.g., equipment cost, crew cost, professional fee, and travel expenses). All costs should be quoted in Naira.

#### 3.4 Personnel and Management

The producer should provide a project team and assignment breakdown, listing proposed personnel to be assigned to this project.

#### 3.5 Corporate Information

The following information shall be provided as annexes:

- Legal name of company, location, and contact details of the authorized point of contact.
- Certificate of Incorporation
- CAC Form (C02 and C07)
- Letter of good standing with designated bank
- Utility Bill/Land use charge certificate
- Nigerian VAT certificate
- Tax registration number
- Valid ID card of the authorized person

## 4. EVALUATION CRITERIA

Proposals will be evaluated based on six (6) criteria:

Main Criteria	Weighting (%)
Corporate information	Prerequisite
Corporate capability and past experience	30%
Technical proposal	30%
Price proposal	20%
Personnel and management	20%

## 5. REQUEST FOR PROPOSAL DEADLINE

Proposals should be emailed to Sahel Consulting Agriculture and Nutrition Limited ([research@sahelconsult.com](mailto:research@sahelconsult.com)) and Meyakno Ekong ([mekong@sahelconsult.com](mailto:mekong@sahelconsult.com)) by the **17<sup>th</sup> of May, 2023**. The deadline for questions and inquiries about the proposal is the **14<sup>th</sup> of May 2023**.

***Please note: No proposal submitted after the stated deadline will be accepted.***

## 6. MISCELLANEOUS

### Disclaimer

- We accept no liability for the accuracy, adequacy, or completeness of any of the information provided or any opinions contained in the invitation to submit the proposal or of any other information made available during the tender process.
- If you submit a proposal, you will be deemed to have fully understood the requirements of this Invitation for the submission.



## APPENDIX

### Attachment 1: Prior Experience Form

Include projects that best illustrate your work experience relevant to this RFP, sorted chronologically, starting with the most recent completion date.

<b>Name of Project</b>	
<b>Location of Project</b>	
<b>Start Date – End Date:</b>	
<b>Link to Final Video:</b>	
<b>Contract Amount:</b>	
<b>Average Daily Rate:</b>	
<b>Description of Services Provided:</b>	
<b>Reference Contact Name:</b>	
<b>Reference Contact Number:</b>	
<b>Reference Contact Address:</b>	
<b>Reference Email Address:</b>	

### Attachment 2: Required Production Equipment Checklist

Equipment	Description	Status (Yes/No)
<b>Video Quality</b>	Minimum recording of and exporting at 1080p HD quality	
<b>Professional Camera</b>	Cameras that record in at a minimum of 1920x1080 resolution and export at a minimum of H.264 video quality.	
<b>Tripod</b>	A tripod is an essential accessory for every camcorder owner. It is mounted firmly and connects your camera to the legs to allow you some freedom of movement. It also maintains the camera on a tripod position without drifting or moving when you let go.	
<b>Gimbal</b>	A gimbal is a pivoted support that allows the rotation of an object about a single axis.	
<b>Osmo</b>	It is combined with a camera/gimbal.	
<b>Drone</b>	It is the capture of still images and video by a remotely operated or autonomous unmanned aerial vehicle (UAV).	
<b>Shotgun Microphone</b>	A shotgun microphone is a highly directional microphone that must be pointed directly at its target sound source.	
<b>Kino Flow</b>	A lighting equipment for use in motion pictures, television, and photography.	
<b>Lavalier Microphone (Wired or Wireless)</b>	To be provided to every speaking actor in the video.	
<b>Boom Pole</b>	A long pole with a microphone attached.	
<b>Headphone</b>	A dynamic closed ear headphone which features excellent sound reproduction.	
<b>Accessory Lens</b>	It is attached to your camcorder for certain effects, e.g., optic zoom, focus etc.	
<b>Storage Device</b>	A portable hard drive e.g., an external hard drive	