



Better Cashew, Better Lives

TERMS OF REFERENCE FOR THE PRODUCTION OF A VIDEO ABOUT THE CASHEW INDUSTRY IN BENIN

Background

Located in West Africa, Benin is the 9th largest cashew producer in the world. The cashews from Benin are highly sought after because of their size, the good taste and color of its kernels. Thanks to the successive actions of different projects and programs, including BeninCajù, the cashew industry in Benin is growing. With the financial support of the U.S Department of Agriculture, [TechnoServe](#), through BeninCajù, is leading a sector-wide value chain approach aimed at strengthening and expanding the cashew sector into a more productive, diversified, value-adding, competitive, sustainable, globally integrated and inclusive economic growth engine for the people of Benin. BeninCajù's global approach is through four main areas: Production, Processing, Access to Finance and Institutional Support. In early 2016, the project supported the launch of Fludor Benin, a state-of-the art factory with a processing capacity of 15,000 metric tons of cashew. By 2020, the project will have grown Benin's processing sector from 5% to over 30% of national production, creating thousands of jobs and over \$50M additional export revenues.

In Benin, the importance of the cashew industry has grown and today, after cotton, it is the second biggest agricultural export by value. Until now, the port and cotton are considered as the two main pillars of Benin economy. But many indicators are showing that cashew can be the third pillar needed by Benin to provide assurance and stability to its economy. The current government classifies cashew among the top agricultural products to develop in the coming five years.

Given the political will, combined with the natural potential for cashews to grow and the constant support of projects like BeninCajù, there is no doubt that the cashew industry in Benin has a bright future.

BeninCajù is inviting bids from productions houses and individuals for the production and filming of a three to five-minute film to highlight the positive impact the growth of the cashew sector is already having on everyday people – including farmers, factory workers, and small scale entrepreneurs and their ambitions and hopes for the future.



Purpose

The final production will serve two purposes: (1) to promote the work of BeninCajù globally, to assure a bright future for the cashew industry in Benin; and, (2) to highlight the impact BeninCajù is having on the economy, and particularly for young people.

The video will give a broader and more complete view of the scope of work of the BeninCajù Project and the real results under way in order to build donor support and global cashew stakeholders awareness about the potential and the bright future of Benin cashew industry.

It is expected that the video will highlight the global, inclusive and innovative approach adopted by BeninCajù to strengthen and expand the cashew sector in Benin.

The video will focus on the following, but non-exhaustive elements:

- Cashew is a source of opportunity for farmers and input providers – increasing incomes
- Cashew processing contributes to local economic development – impact on workers and communities
- Innovations from the project are creating new contributions – from cashew apple juice to kernel processing

Scope of work

Under the overall guidance and supervision of the BeninCajù Communications team and support from the TechnoServe Benin Country Director, the film production house or individual will be responsible for the following:

- Ensure timely delivery of all end products
- Ensure timely delivery of all footage obtained for production. BeninCajù retains full copyright of all footage filmed
- Ability to travel to various locations in Benin provinces
- Ensure pre-production filming and post-production at the highest quality
- Coordinate the filming and all relevant interviews
- Liaise with BeninCajù Communications team on production schedules, filming, filming formats, and location access
- Work with the highest professional ethical standards
- Ensure that the correct technical requirements are followed
- It is expected that interviews in local languages are voiced-over into French and that the final video will be subtitled in English.

The selected vendor will be supported on the ground by a local project communications team, whom will assist in pre-identifying shooting locations and subjects and coordinating on the ground.

Deliverables

It is expected that the consultant will produce:



- A work plan and a story board based on inputs from the BeninCajù project team
- Draft and final versions of the video, provided in three different lengths: (1) full-length 3-5 min video; (2) mid-length video of approximately 60 seconds; and (2) short-length video of approximately 30 seconds
 - o First edited version of the film upon which BeninCajù will provide substantive inputs
 - o Second edited version of the film upon which BeninCajù will provide final inputs
 - o Final high-resolution file of film to share mostly through internet
- Delivery of all footage filmed for the production on hard drives or tape
- Final deliverables should be provided on a DVD and USB key

BeninCajù/TechnoServe Retains full rights of all footage filmed for the production.

Timeline

Filming must take place no later than the first two weeks of April 2018, in order to accommodate the Beninese cashew campaign. The first edition of the video is expected within 30 days post-filming.

Fee proposal

The applicant is requested to provide a proposal or quotation of the fees/cost for services, which will be rendered. The fee proposal should consist of:

- Pre-production/research
- Production
- Post production
- International travel expenses (BeninCajù will provide local transport and lodging).

Competencies

- Excellent planning and organizational skills
- Proven ability to meet deadlines
- Able to work in a culturally diverse environment
- Filming as well as editing expertise
- At least three previous video projects completed with similar scope / objectives for international clients
- Prior experience working for private sector clients

Evaluation and Selection Criteria

The technical proposal is evaluated on the basis of its responsiveness to the Terms of Reference (TOR)/Scope of Work (SOW) as per the evaluation criteria below.



Technical criteria == » 60%

1. Have extensive experience in producing news, documentary films, TV programs and 3 to 5-minute short format films == » **20** ;
2. At least 5 years of proven technical experience for the cameramen / editors involved in the production == » **15**
3. Quality of past videos == » **15**
4. Fluency in French. == » **10**

Financial criteria == » 40%

Submission of Proposal

Interested firms or individuals should submit a proposal in response to the TOR, which should include the following:

- Cover letter stating how the individual meets the selection criteria in the TOR
- CV and technical proposal that includes:
 - o Crew composition
 - o Related projects in the last 3 years (Name of project/clients, Project size/amount in USD, Project Duration or contract duration (start to end),
 - o Scope of work – brief description of tasks and achievements)
- Detailed Financial proposal with breakdown of different budget lines to produce the video
- Three referees with full recent contact details
- At least 3 sample videos on DVD or online

All applications must be submitted by 5:30pm, Friday, March 9, 2018 electronically to offresbenin@tns.org with in cc tnsbenin@tns.org with subject: « Video production for BeninCajù »



TERMS AND CONDITIONS

1. This Terms of Reference is not and shall not be considered an offer by TechnoServe ;
2. All responses must be received on or before the date and time indicated above. All late responses will be rejected ;
3. All unresponsive responses will be rejected ;
4. All proposals will be considered binding offers. Prices proposed must be valid for **90 days** after the submission date ;
5. All awards will be subject to TNS contractual terms and conditions and contingent on the availability of donor funding ;
6. TNS reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals ;
7. TNS reserves the right to accept all or part of the proposal when award is provided ;
8. All information provided by TNS in this Terms of Reference is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TNS is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom ;
9. TNS reserves the right to require any bidder to enter into a non-disclosure agreement ;
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TNS, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder ;
11. Bidders are required to identify and disclose any actual or potential Conflict of Interest.