



## **CALL FOR APPLICATIONS: REGIONAL ENTERPRISE COMPETITIVENESS AND ACCESS TO MARKETS PROGRAMME (RECAMP)- DOCUMENTING WOMEN AND YOUTH BEST BUSINESS PRACTICES IN VIDEO DOCUMENTARY**

### **Background**

The Common Market for Eastern and Southern Africa (COMESA) Secretariat and the European Union (EU) have signed a Grant contribution agreement for the Regional Enterprise Competitiveness and Access to Markets Programme (RECAMP). The RECAMP aims at contributing to increased private sector participation in regional and global value chains. The Programme overall objective is to contribute to the deepening of regional economic integration in the COMESA region through enhancing the competitiveness of the private sector with the Specific objective to increase private sector participation in sustainable regional and global value chains by increasing access to markets and improving business and investment climate.

The program will contribute to the attainment of the COMESA treaty provisions on private sector development. COMESA treaty recognizes the importance of women as a vital economic link within the chain of agriculture, industry and trade. The Member States have agreed to increase the awareness of Women in Business issues at the policy level as well as promoting the effective participation of women in the Common Market trade and developmental activities.

One of the interventions under the programmes aims at enhancing the competitiveness of the targeted value chains sectors in the COMESA. Under the program FEMCOM/COMFWB, being one of the implementation institutions, is supporting the Documentation and sharing of best practices on women and youth-owned SMEs in the targeted value chains within COMESA region.

FEMCOM is implementing its Medium-Term strategic plan which aims at promoting women owned small and medium-size enterprises. One of the activities under the strategic plan is the documentation and sharing of best practices on entrepreneurship to women entrepreneurs. In this regard, videos on cassava cluster and textiles have been produced and shared with the women entrepreneurs. These videos are aimed at educating the women entrepreneurs on how they can enhance the performance of their businesses.

FEMCOM/COMFWB has identified some best practices in the targeted value chains under the RECAMP project which needs to be documented and shared. The videos will be shared electronically with the FEMCOM/COMFWB Chapters.

It is with this background above that FEMCOM/COMFWB will be hiring a consultant to document best practices targeting women and youths' entrepreneurs. The video documentary will be shared with entrepreneurs in the COMESA region and beyond as exemplary business practices on how best to enhance their own businesses.

**The Specific objectives of the consultancy are to:**

- a. Develop/package a motivational video documentary to communities, based on best practices, to encourage existing and future women and youth entrepreneurs
- b. Showcase African business success stories to investors in selected value chains
- c. Use innovative and creative ideas for an impactful delivery of the message
- d. Produce a high quality and attractive video and images in high definition
- e. Pass the message of exemplary work of the featured entrepreneurs
- f. Deliver on time and the expected high quality video documentary

**The candidate should**

- i. Have a degree in Communication, film making, visual documentation or its equivalence
- ii. Have Minimum of five (5) years' documented work experience in the area of film/reportage/documentary writing, producing, directing and editing
- iii. Have access to the highest quality filming, light, sound and editing equipment
- iv. Have a track record of successful materials filmed of variety of documentaries and/or on similar topics would be an added advantage

The Common Market for Eastern and Southern Africa (COMESA) and FEMCOM/COMFWB now invites eligible Individual consultants to indicate their interest in providing these services for a duration of three (3) months. Interested consultants must provide information through their Curriculum Vitae indicating that they are qualified to perform the services (description of similar assignments, experience in similar conditions, etc.)

Interested consultants may obtain further information at the address below during office hours from Monday to Friday, 08:00 hours to 17:30 hours. Expressions of interest must be delivered to the address below by 5<sup>th</sup> of October 2020 at 17:30 hours Lilongwe Time (C.A.T) and mention "Expression of Interest for Consultancy Services on **Documentary Video for Women and Youth in Business.**"

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