**COMMON MARKET FOR EASTERN AND**

**SOUTHERN AFRICA**

****

***EXPRESSION OF INTEREST***

**Reference Number :**  CS/PRO/26/07/2022ss

**Procurement entity :** *COMESA Secretariat*

**Location :** *LUSAKA, ZAMBIA*

1. The *COMESA Secretariat* is inviting **individual *Consultants*** to submit *Expressions of Interest* for the following contract:

**COMMUNICATIONS AND VISIBILITY CONSULTANT FOR THE PRODUCTION OF VIDEO DOCUMENTARIES TO PROMOTE COMESA REGIONAL INTEGRATION AGENDA IN MEMBER STATES**

The procurement method used for this contract is *open tendering* ***as*** defined in the ***COMESA Secretariat Procurement Rules and procedures,*** available at the following website: *[www.comesa.int](http://www.comesa.int)*

1. The *EXPRESSION OF INTEREST is* open to individual Consultants who satisfy the eligibility requirements as stated in the ***ToRs.***
2. The date and time of submission of the *Expressions of Interests* at the address indicated below is **10th August 2022 *AT 17:00 HOURS Lusaka LOCAL TIME***.
3. The address for submitting applications is as follows:

***procurement@comesa.int***

**There will be no physical submission of applications. The email of submission of your application should bear subject:**

**EXPRESSION OF INTEREST - COMMUNICATIONS AND VISIBILITY CONSULTANT FOR THE PRODUCTION OF VIDEO DOCUMENTARIES TO PROMOTE COMESA REGIONAL INTEGRATION AGENDA IN MEMBER STATES (CS/PRO/26/07/2022ss)**

All notifications concerning this procurement process, including modification of theresults of the evaluation *EXPRESSION OF INTEREST* or cancellation notices, will be published on the COMESA website:

[www.comesa.int](http://www.comesa.int)

1. Interested *individual consultants may* seek clarification or/and additional information concerning thiscontract, only in writing and by latest ***5th August 2022 at 17:00 Hours****,* from the following contact points:

Head of Unit - Procurement

COMESA Secretariat

Ben Bella Road

**City:** Lusaka

**Country:** Zambia

E-mail: smwesigwa@comesa.int

Copy: ssimatengo@comesa.int

Web site: [www.comesa.int](http://www.comesa.int)

1. **Description of the assignment:**

Short descriptions of the assignments including more details on the scope of the contract are provided in the *attached terms of reference.*

1. The COMESA Secretariat herewith invites Individual Consultants to express interest as per the attached TORs.

Attached are the terms of reference

**COMMON MARKET FOR EASTERN AND**

**SOUTHERN AFRICA**



###### **MARCHE COMMUN**

**السوق المشتركة للشرق والجنوب الأفريقى**

**TERMS OF REFERENCE**

**COMMUNICATIONS AND VISIBILITY CONSULTANT FOR THE PRODUCTION OF VIDEO DOCUMENTARIES TO PROMOTE COMESA REGIONAL INTEGRATION AGENDA IN MEMBER STATES**

1. **Background**

The Common Market for Eastern and Southern Africa (COMESA) is a regional organization of 21 countries that have come together with the ultimate goal of creating a fully integrated and internationally competitive and unified region in which goods, services, capital and persons move freely. Over the years, COMESA has implemented a range of programmes designed to ensure a fully integrated, internationally competitive and unified single economic space within which goods, services, capital and labour are able to move freely across national frontiers.

To ensure the full realization of the regional integration agenda however requires the participation of key stakeholders which can only be realized through increased awareness of the benefits derived therefrom. Hence public awareness is a critical component of achieving the aspirations of the full realization of regional integration agenda and stakeholders’ buy-in.

In view of this, COMESA intends to produce a corporate video that will be both educational and informative for dissemination in Member States through multimedia channels to reach key stakeholders and diverse audiences.

**2.0 Objectives of the video documentary**

The objective of the video is to address the following aspects:

1. Raise awareness amongst stakeholders including governments, development partners, and the public on the role of COMESA and its contribution to the economic wellbeing of the people in the region;
2. To demonstrate the benefits and impact of COMESA regional integration programme;
3. To bring out the opportunities that COMESA’s programmes provide for doing business in the region.
4. Help to boost intra-African trade, integration, and foreign investment.
5. **Scope of work**

The production of the film should take 60 days. During this period the following activities are envisaged:

1. Collection of footage (Shooting of the videos)
2. Developing the script
3. Editing of the videos
4. Submission of the final material
5. **Production approach**

This will entail the production of a full-length corporate video documentary that provides an overview of the COMESA regional integration agenda, its programmes, opportunities and impact. Production will be done using the best mix of high-quality footage, interviews, animations and graphics. An abridged version of the video will be made.

**Specific Attributes:**

1. Length of Full Documentary: 8 – 10 minutes
2. Length of Abridged Version: 3 – 4 minutes
3. Graphics/Data Displays Music
4. Translation/Subtitles: English, French & Arabic
5. **Deliverables**

Under the overall direction of the Secretary General and the supervision of the Head of Corporate Communications, the Consultant will produce.

* A preliminary script for review and approval by the COMESA Secretariat
* First cuts film for review
* The final full-length documentary
* An abridged version
1. **Qualifications/Experience**

This consultant should have the following attributes:

* A degree in mass communications, media, film production or relevant field;
* Minimum eight years of professional experience in communications, film/video production,
* Proof of previous experience in production of similar documentaries/ films
* Demonstrate a good understanding of COMESA