

CALL FOR EXPRESSIONS OF INTEREST: Production of Animated Documentary/Explainer Videos

Background

Tanzania Media Foundation (TMF) is a national level non-governmental organisation (NGO) registered under the 2002 Non-Governmental Organisations Act as of July 2019; prior to that it was incorporated in January 2015 under the 2002 Companies Act. TMF is committed to promoting a vibrant, independent, responsible and diverse media sector in Tanzania through the promotion and stimulation of innovation, creativity, research and learning.

TMF's 2020 to 2023 strategic plan will work towards results in four outcome areas:

- The production of high quality public interest journalism that promotes accountability through radio and online media.
- Citizens using the media to engage with each other and with duty bearers regarding their priorities, perspectives and interests and influencing development.
- Media sector actors learning, innovating and creating solutions to sector viability challenges.
- A sustainable, innovative and effective TMF.

For access to TMF's strategic plan, go to <https://www.tmf.or.tz/newsroom/231-tmf-2020-2023-strategic-plan.html>.

TMF's DW Akademie project: TMF is currently implementing a media viability project in partnership with DW Akademie. The project promotes media viability in small and medium sized media houses through a network of media viability consultants. TMF has produced a media viability consultancy guide to be a working and learning tool for both consultants and trainers as they support media houses to be viable. Media viability areas of focus include the following: Legal and political landscape management, media and journalism content, governance and human resource management, innovation and technology, and media business and financial sustainability.

Scope of Work: TMF is interested in engaging an independent producer to turn the media viability consultancy guide into video format by producing up to five short and engaging three to five-minute animated video clips that highlight the five areas of media viability to be used as learning materials on media viability and published on TMF website and Makini learning portal.

Deliverables:

- A script (in Swahili) and storyboard for each clip.
- Up to five animated clips of three to five minutes each, with English /Swahili subtitles. The clips will cover the five areas of media viability. And shall be created from the guide and other materials provided.

Timeline:

- The assignment will begin on 1st September 2021 and end on 28 October 2021.

Selection criteria: Bidders can be individuals or firms that qualify. • Responses to this call will be assessed using the below criteria and weightings.

The selection of the successful bidder will be based on demonstration of:

- Experience doing similar work
- Creative ideas on how best to conduct the assignment
- Qualifications
- Capacity to understand TMF's open contracting work with minimum support
- Cost and time effectiveness

Criteria	Points
Experience	35 points
Approach and methodology	30 points
Qualifications of key personnel	35 points
TOTAL	100 points

How to apply

All applications should include the following:

- Expression of interest in not more than 700 words (approximately two A4 pages), explaining why you should be considered for carrying out this assignment (experience and qualification), your proposed methodology and the estimated number of days within which you will accomplish the assignment in order to submit the final deliverables to TMF by the due date.

- Budget/cost for conducting the assignment, including professional fees and any other charges, clearly indicating whether or not it is VAT inclusive.
- List of not less than three references, including contact details, for previous assignments of a similar nature.
- Links to other work done.
- CVs of personnel to be involved in the work and their role.

Application deadline: 2 p.m. EAT on 31 August 2021

Interested applicants can send in an application by email to info@tmf.or.tz, with the subject 'EOI - Production of Animated Documentary/Explainer Videos.' Bids must be addressed to the **Ag. Executive Director, Tanzania Media Foundation, No. 2, Plot 18 Dahomey Street, Kinondoni, Dar es Salaam**

For inquiries contact: info@tmf.or.tz; use the subject 'Animated Documentary/Explainer Videos inquiry.' Inquiries will only be accepted until 5 p.m. EAT on 25 August 2021 and responses to those deemed relevant will be published in the Newsroom section of the TMF website (www.tmf.or.tz) by 5 p.m. EAT on 28 August 2021 for all potential bidders to have access to.