



TERMS OF REFERENCE (TOR)

CALL FOR CONSULTANCY FOR DIGITAL MEDIA COVERAGE FOR THE AfCFTA PROJECT ON EXPORT LED INDUSTRIALISATION.

1. Background

The African Continental Free Trade Area (AfCFTA) aims to accelerate intra-African trade and boost Africa's trading position globally. KAM is implementing a project "Bringing AfCFTA Home" that is expected to support manufacturers to be able to optimize the opportunities that arise from this trade agreement. The specific objectives of the program are to:

- a. Increase the number of KAM members undertaking manufactured exports in AfCFTA markets, increasing diversity and volumes of products exported from Kenya.
- b. To up-scale advocacy on issues affecting Kenya's competitiveness for manufactured exports in selected markets of AfCFTA member States.
- c. Increase capacity for Small and medium-sized (MSMEs) companies to penetrate the AfCFTA Member State's market, driving industrial and employment growth.
- d. Enhance sustainable trade by embracing green growth and inclusivity.

2. Objectives of the Consultancy

The primary objectives of this consultancy are:

- a) To provide comprehensive media coverage of the project, ensuring visibility for the AfCFTA initiative in Kenya.
- b) To document project milestones, success stories, and export promotion activities through engaging videos and multimedia content.
- c) To create content that educates and informs stakeholders about the opportunities under AfCFTA.

3. Scope of Work

The consultant will be responsible for:

I. Videography ; at least :

- a. Develop 6 videos on select sectors
- b. Develop 6 videos on thematic areas
- c. Producing 6 short videos on impact/ success stories

II. Animation: at least:

- a. Develop 4 animations on thematic areas

III. Video and Photo Editing

- a) Editing raw footage to produce professional-quality videos and images.
- b) Ensuring all materials are tailored for diverse platforms, including broadcast, social media, and print.

IV. Event Coverage:

- a) Providing media coverage for project-related events, including stakeholder interviews, trade expos, and workshops.
- b) Capturing photographs and video footage of events.

4. Deliverables

The consultant is expected to deliver at least:

- a) 18 short videos
- b) 4 Animations
- c) Professional photographs of key project activities and events.
- d) Written media materials (e.g., press releases, articles, blogs).
- e) Raw photos and videos

5. Timeline

The consultancy will span **12 months**, starting from the contract's effective date. Deliverables will be submitted monthly according to a schedule agreed upon during the inception phase.

6. Required Qualifications and Experience

The ideal consultant or team should have the following qualifications:

- a) Professional qualifications in communications, media or any other related field at least 5 years experience.
- b) Proven experience (at least 5 years) in providing corporate videography, photography, animations, and event coverage capacity.
- c) Previous experience working with the manufacturing industry and trade is an added advantage.

- d) Proven experience producing high-quality, visually engaging materials for policymakers and stakeholders.
- e) Exceptional digital content editing and production skills.

7. Proposal Submission

Interested consultants or entities are requested to submit technical and financial proposals to procurement@kam.co.ke by COB Monday, 17th March 2025, **stating, “DIGITAL MEDIA SERVICES ON AFCFTA AND EXPORT LED INDUSTRIALISATION”**.

8. Technical proposal:

- a) Description of the firm and the firm’s qualifications.
- b) Copy of Company Certificate of incorporation.
- c) Tax Compliance Certificate (Valid).
- d) Statutory KRA PIN
- e) VAT certificate copies (where applicable)
- f) A copy of CR12
- g) Curriculum Vitae (s) for the consultants
- h) Brief description of understanding the requirements for service, including assumptions.
- i) Proposed team structure.
- j) Proposed project team members, including their CVs highlighting relevant experience.
- k) Executive brief of relevant similar projects undertaken in the past two (2) years with contacts for at least three previous clients.
- l) Technical proposal detailing firm's capacity and proposed approach and methodology.

Financial proposal

- a) A detailed budget, including fees and any anticipated expenses.
- b) The period of its validity

9. Evaluation Criteria

A two-stage procedure will be utilized to evaluate the proposals, with an evaluation of the technical component completed before any price component. Scores will be awarded for the technical proposal. The price component proposal will be opened only for firms/ institutions whose technical component meets the assignment requirements, as indicated by a score of more than 70%.

KAM Physical Address

KAM Procurement

Kenya Association of Manufacturers

KAM House - Mwanzi Road, Opposite Westgate Mall

P.O Box 30225 -00100 Nairobi

Payment terms (Provisions)

Kenya Association of Manufactures policy is to pay for contractual services based on the performance of contractual services rendered.

Evaluation of the proposals

- A two-stage procedure will be utilized in evaluating the proposals, with an evaluation of the technical component being completed prior to any price component. Scores will be awarded for the technical proposal.
- The price component proposal will be opened only for those firms/ institutions whose technical component meets the requirements for the assignment, as indicated by a score of more than 70%.

Please note only successful candidates will be contacted.