REQUEST FOR QUOTATION FOR
CREATION OF PROJECT AND TRAINING VIDEOS

Project name: Your Virtual Cold Chain Assistant

A. SUMMARY
The Basel Agency for Sustainable Energy (BASE) and Swiss Federal Laboratories for Materials Science and Technology (Empa) open the call for a media services agency (henceforth referred to as the ‘Consultant’) based in Nigeria to produce videos for its project titled "Your Virtual Cold Chain Assistant" (Your VCCA).

Proposals should be submitted electronically by the end of the business day CET on November 6, 2023. The details for submitting quotes are provided in section E below. The filming will take place over 4-6 days between November 22 – December 2 (to be discussed with the consultant upon selection).

B. BACKGROUND
- BASE is a Swiss Foundation and a specialised partner of UN Environment, focusing on designing, developing, and implementing innovative business models and financing mechanisms to unlock investments in sustainable energy.
- Empa is a materials science and technology research institution. It belongs to the ETH domain and as such is an important element in education, science and innovation in Switzerland. It specialises in applications, focused research and development, and provides high-level services in the field of sustainable materials science and technology. Its core tasks are innovative collaboration with industry and public institutions, ensuring the safety of people and the environment, knowledge propagation and university-level teaching.
C. PROJECT BACKGROUND AND OBJECTIVES

Market need

In today’s warming world, cooling is crucial to enable millions to break free from poverty and hunger, particularly within the agricultural sector. Nigeria, being one of the world’s largest food producers, grapples with a startling issue: nearly 50 percent of the food it produces is wasted due to inadequate refrigeration and other bottlenecks in the supply chain.

At present, numerous barriers stand in the way of farmers accessing sustainable cooling solutions to preserve their food. These challenges encompass high initial costs for equipment, limited access to financial resources, uncertainties regarding new technologies, insufficient technical expertise in cooling systems and hygrothermal sensor data, limited knowledge of post-harvest storage practices, and, in certain cases, unreliable access to electricity. These obstacles deny smallholder farmers the opportunities for growth and adversely impact the value of agricultural produce.

The Solution: Your Virtual Cold Chain Assistant (Your VCCA)

In 2021, BASE and the Swiss Federal Laboratories for Materials Sciences and Technology (Empa) came together to initiate the Your VCCA project in Nigeria. This project received funding from the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and was commissioned by the Federal Ministry for Economic Cooperation and Development (BMZ).

Your VCCA aims to reduce postharvest losses for smallholder farmers, ultimately boosting their incomes and enhancing regional food security. The project partners with local cooling companies, ColdHubs and Leap Energy, in Nigeria, offering smallholder farmers and traders access to cold rooms through a ‘Cooling-as-a-Service' business model. In this model, users pay per crate stored per day, with the cold rooms being maintained by the cooling companies and operated by locally hired youth and women.

The project's approach includes extensive capacity building on two fronts. Firstly, it focuses on raising awareness among farmers and traders about the quality and economic advantages of using cooling solutions. Secondly, it provides training for cold room operators in effective postharvest management.

Additionally, the Your VCCA project features a user-friendly, data-driven app called Coldtivate. This app assists operators by digitalising the crate check-in and check-out processes in the cold room, while also offering farmers predictions regarding the remaining shelf life of their stored crates and market price forecasts. Armed with this information, farmers can make informed decisions to secure fair prices for their crops.

The project website has been developed with initial informative content and shall serve as a hub for essential program information, including information and answers to Frequently Asked Questions about the Coldtivate app, downloadable and translatable capacity building toolkit for all users (farmers, cold-room operators, and local entrepreneurs serving as trainers), and case studies. All stakeholders will have access to the information in a transparent format. All videos developed by the Consultant will be published on the project website.
D. OBJECTIVE

BASE is seeking an innovative and experienced consultant to produce a compelling 5-minute project video for Your VCCA, one that effectively encapsulates the experiences of cooling companies, cold room operators, farmers using Cooling as a Service and the Coldtivate app. In addition, we are looking to create three succinct training videos, each with a duration ranging from 30 seconds to 1 minute, designed to benefit both farmers and/or cold room operators.

To accomplish these goals, the chosen entity will be required to stay up to date with feedback gathered from on-field activities conducted by the Your VCCA team. This includes insights from the operation of cold rooms, the utilisation of the Coldtivate app, and the farmer and cold-room operator training workshops. These materials will be transformed into content that resonates effectively with the local audience. Moreover, it is imperative that these videos are thoughtfully designed to be inclusive and engaging for individuals from diverse cultural and educational backgrounds.

E. SCOPE OF WORK

If this partnership interests you, we invite you or your agency to participate in this Request for Quotation (RfQ) to provide us with a strategy for raising awareness and creating videos that capture user experiences while further promoting Your VCCA. Please note that Your VCCA already has a visual identity, logo, website (www.yourvcca.org), and various marketing materials and tools available for use, and the video should maintain consistency with these existing elements. BASE will provide the raw files, logos, and fonts for this purpose.

Mixed-gender filming crews are strongly encouraged to engage in conversations with farmers from diverse backgrounds. All interactions should be conducted with the utmost respect.

F. ACTIVITIES

1. Video Documentation

   Overall Objective: The goal of the project video is to document the implementation of Your VCCA in the cold rooms of Oginibo-Okwagbe (Delta state) and Ile-Ife (or a closeby hub in the South-West). In addition to recording the day-to-day activities within these cold rooms, the video production team will help engage with farmers, operators, and cooling company staff to collect their testimonials on Cooling as a Service and the use of the Coldtivate app. Furthermore, the team will film capacity-building workshops, and interviews scheduled by BASE in collaboration with their local partners.

   To provide a comprehensive view of the cold rooms, many of which are solar-powered, as well as the markets where cooling users sell their produce, drone filming is the preferred method. Previous experience in filming related to development issues is considered a bonus.

   ACTIVITIES:

   a. Assist with conceptualising the project video by suggesting the types of shots that will effectively complement the draft narrative and script already developed by the
Your VCCA team. This collaboration will enable the Your VCCA team to plan site visits and interviews to capture the desired shots.

b. Capture the project's implementation through filming and conduct interviews with stakeholders to create one (1) branded video, approximately 5 minutes in length. This video will feature soundbites and subtitles, showcasing the execution and benefits of the Your VCCA project in Nigeria.

Overall Objective: The objective of the training videos is to provide engaging, gender-sensitive, and easily understandable content with the aim of generating greater interest in cold rooms and promoting the usage of the Coldtivate app in Nigeria and beyond.

a. Produce three (3) training videos, approximately 30 seconds - 1 minute in length, that can be used to inform farmers about the benefit of using cold storage. Potential content for these videos include: demonstrate the comparison between crops stored in ambient temperatures and crops stored in cold rooms, showcase the inventory management features available on Coldtivate, and explain the decision-making tools within the app designed to assist farmers in reducing postharvest losses and optimizing their incomes. A member of the Your VCCA team will accompany the filming crew to facilitate the production of these videos.

2. Further information:

   The consultant should gather essential information from the Your VCCA team, ensuring a clear understanding of the work structure and development plan for the project and training videos. The consultant is also encouraged to propose additional activities that are deemed necessary to achieve BASE’s objectives. The proposal must outline the timeline for the various activities, including conceptualisation, filming, editing, and subtitling to ensure the submission of the final video by January 30, 2024.

   The Your VCCA team can request up to two rounds of edits before the finalization of the video. The team will maintain clear and detailed communication to minimize the need for additional editing work.

3. General considerations

   All elements should be developed in consultation with the Your VCCA team and should be aligned with other project activities mentioned above.
<table>
<thead>
<tr>
<th>Task 1: Kick-off meeting between the Your VCCA team and the consultant to align on expectations.</th>
<th>By end of week of <strong>November 6, 2023</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliverable 1:</td>
<td></td>
</tr>
<tr>
<td>● Consultant: Updated work plan by the consultant</td>
<td></td>
</tr>
<tr>
<td>● Your VCCA team: First draft of the script</td>
<td></td>
</tr>
<tr>
<td>Task 2: Script Approval and Selection of Complementary Shots.</td>
<td>By end of week of <strong>November 13, 2023</strong></td>
</tr>
<tr>
<td>Deliverable 2:</td>
<td></td>
</tr>
<tr>
<td>● Consultant: Description of the shots to accompany the script.</td>
<td></td>
</tr>
<tr>
<td>● Your VCCA team: Confirmation of interviewee list and sites.</td>
<td></td>
</tr>
<tr>
<td>Task 3: Filming in Nigeria (November 22nd- December 5th, exact shooting days TBD, estimated 4-6 shooting days)</td>
<td>By end of week of <strong>December 10, 2023</strong></td>
</tr>
<tr>
<td>Deliverable 3:</td>
<td></td>
</tr>
<tr>
<td>● Consultant: Sharing raw clips with the Your VCCA team for confirmation.</td>
<td></td>
</tr>
<tr>
<td>Task 4: Editing and subtitling</td>
<td>By end of week of <strong>January 15, 2024</strong></td>
</tr>
<tr>
<td>Deliverable 4:</td>
<td></td>
</tr>
<tr>
<td>● Consultant: Initial video draft with subtitles.</td>
<td></td>
</tr>
<tr>
<td>● Your VCCA team: Thorough review of the video to minimise the need for multiple editing rounds, while also offering any requested assistance to the consultant.</td>
<td></td>
</tr>
</tbody>
</table>

The development and implementation of all activities must be finalised by **January 30, 2024** unless otherwise agreed.
H. SUBMISSION OF QUOTATION AND EVALUATION CRITERIA

Quotation submission process:

- Quotations should be submitted in English before the deadline specified below.

The quote should encompass the expenses for video filming, production, editing, and travel to the filming sites.

- Include the following information:
  
  • Consultant’s Agency:
    a) Briefly describe the background and organisation of your consulting agency
    b) Provide a brief description or profile of the key team personnel that would be working in the project and the sub consultant(s) that your consulting agency proposes to engage for this assignment. Describe their roles.

  • Consultant’s Experience: Provide work samples and past experiences of the firm in similar or related projects, where possible.

  • Comments and suggestions to this Request for Quotation: Present and justify any modifications to the RFQ your consulting firm would like to propose, if there are any, to perform the assignment better and more effectively (e.g., deleting some activity that you find unnecessary, adding others or proposing a different phasing of the activities). Such suggestions should be concise and incorporated in your Proposal.

  • Description of Approach, Methodology and Work Plan: It is suggested that you include the following sections:
    a) work plan
    b) technical approach or methodology

Questions and clarifications:

You can send your questions to simran.singh@energy-base.org.

Please send quotes via email to:

simran.singh@energy-base.org

Deadline for submission: EoB CET 3 November 2023

Quotes will be evaluated and selected based on the principle of best value for money. This includes quality/suitability as well as price criteria.

1. Quality and suitability of the proposal including:
   a. Demonstrated understanding of the objectives and scope.
   b. Suitability and quality of the approach on the proposed scope of work.
   c. Relevance of company experience in the different countries, sectors, and target audience.

2. Price (the cost of additional suggested activities will be considered separately)
   BASE may consider other value for money sub-criteria in the evaluation of proposals.