



Media Consultancy Services

Terms of Reference for Conducting Media Consultancy Services for Milimo Activity

1.0 Summary

The following are Terms of Reference for conducting media consultancy services for Milimo Activity. CRECCOM intends to engage a consultant to facilitate media services as its working towards close-out preparations for Milimo Activity. This includes a desk review, consultation meetings, consolidation of the strategic plan, and report writing.

2.0 Background

CRECCOM is implementing the Milimo Project with support from the United States Agency for International Development (USAID). The project aims to strengthen the capacity of local institutions to deliver on their mandates, to help them in designing and implementing social behavioural change interventions using local resources whilst increasing financial independence and self-reliance. Milimo Activity is a three-year project and is phasing out on 31st March 2025. As part of the close out activities CRECCOM would like to engage a consultant to provide media services

Scope of Work

2.1 Purpose of the Project

The objective of this project is to document the key milestones, successes, impacts, and outcomes of the Milimo Local Capacity Development Activity funded by USAID. The documentation will assess the extent of results achieved, identify challenges faced during project implementation, and explore the solutions applied. This process will provide valuable lessons learned and recommendations to inform future programming. Importantly, these documents and media will serve as crucial tools for project closure, encapsulating the journey, telling compelling stories, and creating lasting records that support accountability, advocacy, and future

growth. The media materials will be particularly useful during the Learning Symposium on March 6, 2025, to present key successes and findings to USAID, the donor, and other stakeholders.

2.2 Work to Be Performed

The media consultant will offer expertise in producing comprehensive documentation of the Milimo Local Capacity Development Activity.

Key Deliverables:

The media consultant is expected to provide the following deliverables:

1. Video Documentary Production

- A professionally produced video documentary documenting the key milestones, impacts, and outcomes of the Milimo Local Capacity Development Activity.
- The documentary will feature interviews with stakeholders, beneficiaries, and project implementers, highlighting successes, challenges, and lessons learned.
- The video must be compelling and engaging, designed for presentation at the Learning Symposium, and usable in future advocacy efforts.

2. Photographic Documentation

- High-quality photographs showcasing key events, stakeholders, beneficiaries, and project activities throughout the project lifecycle.
- The images should capture the real impact of the project, including visuals that emphasize achievements, changes, and lessons learned.
- Photographs should be suitable for use in reports, publications, and presentations, ensuring they meet professional standards.

3. Digital Media Package

- A comprehensive media package containing the final video documentary, selected high-quality photographs, and any relevant supplementary materials (e.g., short clips, promotional content) to present at the Learning Symposium.
- The package should be tailored to create a strong narrative of the project's journey and be visually appealing for stakeholders, donors, and partners.

4. Final Report

- A final media report that summarizes the key accomplishments of the project, with a focus on the visual documentation and storytelling aspects.

- The report will include an overview of the interviews, photographs, and documentary content produced, as well as actionable recommendations for future programming based on lessons learned.

These deliverables must be completed within the established timeline and meet the quality standards outlined in the contract. The media consultant will work closely with CRECCOM's team to ensure accurate representation of the project's success and challenges through video and photographic content.

2.3 Work Not to Be Performed

- The consultant will not be responsible for executing project activities outside the scope of documentation.
- The consultant will not manage logistics, venue setup, or event coordination for the Learning Symposium.
- The digital camera and accessories will only be used for documentation and reporting related to the Milimo Local Capacity Development Activity.

2.4 Process for Change Orders

- Any changes to the scope of work, timeline, or deliverables must receive written approval from both parties. Change orders must be documented and approved before proceeding with any work beyond the initial agreement.
- Both parties must review and approve any adjustments to the project cost as a result of the change order.

2.5 Roles and Responsibilities

CRECCOM (Client)

- Provide necessary background materials, reports, and data to facilitate the consultancy.
- Coordinate with project stakeholders and beneficiaries for interviews and site visits.
- Review and approve deliverables within the agreed timeline.
- Ensure the digital camera and accessories are procured and delivered as specified.

Consultant (Service Provider)

- Provide timely and professional media consultancy services, including report creation, video production, and photography.
- Complete all deliverables within the established timeline.

- Ensure high-quality production standards for media content that align with USAID’s reporting guidelines.
- Collaborate closely with CRECCOM’s team to ensure accurate documentation of the project’s outcomes and successes, including:
 - Capturing real impact through visuals, interviews, and storytelling to make successes and changes relatable and tangible.
 - Maintaining a balanced perspective by documenting both challenges faced and lessons learned.
 - Using multimedia formats to enhance final reports and presentations.
 - Creating compelling presentations to convey complex information and demonstrate results.
 - Highlighting the contributions of the team, beneficiaries, and partners.

2.6 Timeline for Work

- Kick-off Meeting: Within one week of signing the contract before 1st February 2025.
- Initial Documentation Phase: February 5, 2025, to February 17, 2025.
- Review & Adjustments: February 24, 2025, to February 25, 2025.
- Final Report and Media Package Submission: February 27, 2025.

2.7 Performance Measurement

The consultant's performance will be evaluated based on:

- Timeliness and quality of deliverables, including the final report, media content, and presentations.
- Adherence to the established timeline for milestones and final submissions.
- Clarity and depth of lessons learned, and recommendations provided.
- Feedback from stakeholders on the quality of interviews and media content.

2.8 Payment Terms

The total project cost will be agreed upon before signing the contract. Payment will be made in three instalments:

1. Initial Payment (30%): Upon contract signing.
2. Interim Payment (40%): Upon submission of the first draft of the report and media materials.

3. Final Payment (30%): Upon approval of the final report and media package and successful completion of the Learning Symposium. Payments will be made following the satisfactory review and acceptance of deliverables by CRECCOM.

2.9 Evaluation and Award Criteria

CRECCOM will award the consulting agreement or vendor contract to the Bidder whose proposal is deemed acceptable and which offers the best value based upon the evaluation criteria below. In order for a bid to be deemed acceptable, it must comply with all the terms and conditions of the RFP without material modification. A material modification is one which affects the price, quantity, quality, delivery or installation date of the equipment or materials or which limits in any way any responsibilities, duties, or liabilities of the bidders or any rights of CRECCOM. In addition, the successful bidder must be determined to be responsible. A responsible bidder is one who has the technical expertise, management capability, workload capacity, and financial resources to perform the work. CRECCOM may, at its option, accept or reject any or all bids.

Proposals will initially be evaluated and shortlisted based on how well demonstrated experience and capacity align with the required qualifications below.

Required Qualifications:

- Minimum of five (5) years' experience successfully conducting similar media consultancy (outline recent experience on assignments of similar nature).
- Legally registered and/or eligible to work in Malawi

Only shortlisted applications will move forward for further processing. Applicants may be asked to provide additional or clarifying information and details on the services requested. Applicants may also be asked to participate in a follow-up phone interview. These follow-up requests will be used to further evaluate how well the applicant meets the criteria.

Shortlisted offers will be evaluated against the evaluation criteria below. The award will be made to a responsible bidder whose offer follows the RFP instructions, meets the eligibility requirements, and is determined via a trade-off analysis to be the best value based on application of the following evaluation criteria. The relative importance of each individual criterion is indicated by the number of points below:

Criterion	Description	Points
Technical Approach	Responsiveness, relevance and customized to media consultancy	30
Qualifications and Experience	Demonstrated experience of undertaking similar assignments and meeting minimum qualifications prescribed for this assignment.	20
Methodology	Practical, participatory and innovative methodologies and approaches to be used aiming at skills transfer.	30
Price	The overall cost is presented in the offer.	20
Total:		100

2.10 Price Quote

Bidders shall prepare a fixed-price price quote organized by deliverable in a workable Microsoft Excel document specifying the detailed cost breakdown by deliverable and the total price of the services, including delivery and all other costs, being offered in response to this RFP. The Bid shall clearly indicate that the prices shall be for the services and deliverables whose technical specifications are described in Section II – Technical Specifications.

The Bidder shall indicate the unit price in Malawi Kwacha for each service, the description, the quantity, and the total cost in Malawi Kwacha of the deliverables, which will comprise the total price of the Bid. If there is any discrepancy between the unit price and the total amount, the unit price shall be considered as correct and the total amount adjusted accordingly. It shall be assumed that the Bidder is not bidding on any item for which a unit price or total amount is not indicated.

The cost of workshops will be managed by CRECCOM

2.11 Deadline and Late Bids

A Bid received after the deadline for submission of bids shall be rejected. Bidders will be held responsible for ensuring that their bids are received in accordance with the instructions stated herein and a late bid will be considered only at the discretion of CRECCOM and if the other bids have not been opened.

2.12 CRECCOM's Right to Accept Any Bid and to Reject Any or All Bids

CRECCOM will reject any bid that is nonresponsive. Further, CRECCOM reserves the right to waive any minor informalities in the bids received if it appears in CRECCOM's best interests to do so, to reject the bid of any bidder if, in CRECCOM's judgment, the bidder is not fully qualified to provide the services.

CRECCOM reserves the right to conduct negotiations with and/or request clarifications from any bidder prior to award.

2.13 Notification of Award

Before the expiration of the period of bid validity, CRECCOM will notify the successful Bidder in writing that its bid has been accepted. Clarifications and revisions of minor errors and omissions may be requested. Upon completion of either, the offeror may be required to submit a revised quote.

2.14 Submission of Bids

Electronic submissions and hardcopy submissions by mail or in person will be accepted. All bids with technical, price schedule and required legal documents must be received by 17:00 hours CAT on 29th January 2025 by:

Email:creccom@creccommw.org

By mail addressed to:

The Executive Director,
CRECCOM,
P.O. Box 524, Zomba