



Call for Proposals – Expression of Interest

Centre for Affordable Housing Finance in Africa

**Video Series: Professional Videography and
Photography Services**

Proposals due by 12 noon (SAST), 14 December 2016, by email to Kgomotso Tolamo

For more information, contact Kgomotso Tolamo
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1. Introduction

The Centre for Affordable Housing Finance in Africa (CAHF) is a not-for-profit company with a vision for an enabled affordable housing finance system in countries throughout Africa, where governments, business, and advocates work together to provide a wide range of housing options accessible to all. CAHF's mission is to make Africa's housing finance markets work, with special attention on access to housing finance for the poor. We pursue this mission through the dissemination of research and market intelligence, supporting cross-sector collaborations and a market-based approach. The overall goal of our work is to see an increase of investment in affordable housing and housing finance throughout Africa: more players and better products, with a specific focus on the poor.

CAHF's work covers four main areas: (1) understanding housing markets, (2) monitoring housing sector performance, (3) exploring innovation in housing finance, and (4) supporting housing finance market development. As part of this approach, CAHF regularly undertakes and commissions research; develops market intelligence on country and regional housing markets; hosts forums, strategy discussions, and workshops; and participates in local and international conferences and debates on housing finance.

Since its formation, CAHF has come to be known as the most comprehensive and up to date source of information on housing finance in Africa. Its research and other material is regularly used by investors, lenders, pension funds, and other financiers; legal practitioners, researchers and academics; policy makers and other housing finance practitioners to scope and pursue the opportunities for extending access to housing finance across Africa. As a thought leader in the sector, CAHF is a respected advocate for financial inclusion in housing finance in Africa. Our work is available on our website: www.housingfinanceafrica.org. CAHF is also the Secretariat to the African Union for Housing Finance – see www.auhf.co.za.

In its effort to diversify stakeholder engagement with CAHF content, the Centre wishes to identify one or more preferred suppliers who will undertake video production and photography services, on an ad hoc basis. Service providers with the relevant expertise and experience are invited to submit proposals to deliver this service – proposals are due no later than Wednesday, 14 December 2016. An appointment will be made by Wednesday, 11 January 2017. The first set of videos, as described below, will be commissioned in early January.

2. Project Background and Objective

CAHF has realised the need to diversify its dissemination strategy with audiovisual content. Towards this, we are seeking one or more service providers on whom we can draw on a regular but ad hoc basis to film lectures and other content, and to produce short, focused videos that can be disseminated on our website and via YouTube.

While the content of the videos will be different, we would like to have an overall feel that is recognisable as CAHF and supports CAHF's broader brand, as it is currently being developed on its website (a new version is under construction) and in the presentations that its staff give in the public domain. It is envisaged that the in-house videos will have a similar aesthetic to the UN Habitat global urban lecture series (which can be viewed here: <http://unhabitat.org/urban-knowledge/urban-lectures/> - also see <http://unhabitat.org/extending-access-to-housing-finance-across-africa-kecia-rust/>) and that the CAHF offices will be suitable for those recordings. The length of each video will vary and is dependent on content; however, we imagine that each video will not be more than 30 minutes long. For offsite recordings, the service provider will be given the address for the venue timeously, and is required to have his/her own equipment (for all shoots, both in-house and offsite), and their own transportation for shoots that are within a reasonable distance.

CAHF along with the service provider will agree on a project delivery framework for each video and for the series. This will include detailed milestones and deadlines. The budget for each respective video will be determined on a per project basis, and agreed upon in writing by both parties before any work commences. The service provider will be given timeous notification and a detailed brief (which will include the title of the video, maximum length, media use, location, sound design, sound clearance,

budget, and other pertinent details) prior to each video shoot.

3. Project Scope

The primary objectives of the project are to produce short videos as part of CAHF's overall dissemination strategy. And, further, CAHF may request photography services from time to time.

It is expected that the service provider will deliver videos and photos of a high resolution in a format that is suitable for YouTube upload, viewing in low bandwidth areas, readable on both Windows and Mac computers, suitable for use on future presentations, and on the CAHF website.

4. Proposals

We are seeking proposals which include the following:

- The overall concept for the look and feel of the video series;
- Video production and photography methodology including envisioned timeframes from start to finish;
- An itemised, per-video quotation. The videos should be in a format that is suitable for viewing on both a Windows and Mac computer, upload on the CAHF YouTube channel, and use on future presentations;
- An itemised, per photo-shoot quotation;
- Details of past experience relevant to the brief;
- Name and CV of staff members responsible (i) for overseeing the work; (ii) for undertaking the work. Some level of local representation in the countries targeted for the study would be preferred. A consortium of consultants is welcomed;
- South African consultants must report on their BEE accreditation and
- References.

5. Project Evaluation

Proposals will be assessed according to:

- 1 Relevant, demonstrated competence of firm in this area, and key individuals to be involved: 25 percent.
- 2 Content, quality and originality of proposal, including innovation in and feasibility of approach: 20 percent.
- 3 Affirmative action scorecard (if South African firm) or use of local (African) service providers: 5 percent.
- 4 Financial proposal: 50 percent

The Centre for Affordable Housing Finance in Africa reserves the right to not make an appointment should it not find a suitable service provider.

6. Submission of Proposals

Proposals, and any queries, should be addressed to Ms. Kgomotso Tolamo, kgomotso@housingfinanceafrica.org. The deadline for submission is 12h00, South African Standard Time, on 14 December 2016. Once the selection process has been completed, CAHF will issue a contract confirming the appointment of the service provider. Only selected consultants will be contacted.

7. Guidance Notes to Bidders

Centre for Affordable Housing Finance in Africa reserves the absolute right to use its discretion in the interpretation of the award criteria. The following notes are intended to provide broad guidance only on how proposals will be evaluated. Bidders may be required to clarify their proposals by way of a telephone call or presentation.

1. "Relevant, demonstrated competence of firm(s) in this area" - you should aim to demonstrate how the firm's collective past experience can be applied (or adapted) to address the specific brief set out in the terms of reference. You are welcome to describe the firm's general experience of financial sector development issues (e.g. in other geographies or topical areas) but the evaluation will focus particularly on the application of that experience for the specific task at hand.
2. "Demonstrated expertise of key individuals to be involved in this project" – the evaluation places considerable emphasis on the role and demonstrated expertise (i.e. track record) of the key individuals to be involved on the project rather than on the expertise of the firm itself.
3. "Use of local professional capacity (consulting, analysis, coordination etc.)" – Centre for Affordable Housing Finance in Africa wishes to ensure that local capacity is used and developed. International firms are therefore encouraged to partner with local organisations.
4. "Content, quality and originality of proposal" – proposals should address the brief set out in the terms of reference in a comprehensive manner. Bidders should aim for innovation as well as professional presentation. Whilst similar, relevant experience in other markets will be an advantage for a bidder, each market is different and so proposals need to reflect the particular characteristics of that market, as well as the challenge set by the terms of reference.
5. "Affirmative action scorecard"- ownership, management, staff development.
6. "Fee basis" – value for money, as well as absolute cost, will be taken into account.