

# **REQUEST FOR PROPOSAL**

## **SHORT FILM**

### **‘I AM SHEA’**

**1 December 2021**

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## 1 SUMMARY

Established in 2011, The Global Shea Alliance (GSA) is a non profit industry association based in Accra, Ghana. We currently have 706 members from 36 countries including food and cosmetic brands, suppliers, women's groups, and non-profit organizations. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

The organisation is focused on three core activities regarding shea: quality, promotion, and sustainability. You can read more on the website: [www.globalshea.com](http://www.globalshea.com).

The Action for Shea Parklands (ASP) is part of GSA's sustainability program aimed at mobilising industry to plant 10 million trees over the next 10 years in response to the declining tree population. Across West Africa, the shea tree populations are increasingly on the decline due to commercial agriculture, tree removal for charcoal, reduced fallow and climate change. Through Action for Shea Parklands, the GSA and its members aim to protect the existing stock of shea trees and plant new ones to ensure the sustainability of the shea industry. You can read more on the website: [www.actionforshea.com](http://www.actionforshea.com)

## 2 PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

**Proposals received after 11:00pm GMT, Sunday 5 December 2021 will not be considered.**

The proposal must contain the signature of a duly authorised officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of the work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide their name and address. GSA will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

## 3 CONTRACT TERMS

GSA will negotiate contract terms upon selection. All contracts are subject to review and a project will be awarded upon the signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

## 4 OBJECTIVE

To drive awareness about ASP and encourage funding, GSA requires a 15-20 minute short film titled 'I Am Shea,' emphasising the importance of every step of the shea value chain. The focus of film is to highlight the rural female collector and processor, specifically how the shea industry impacts her life, her family, her community, and the future.

The shea value chain consists of

- Collector – based in Togo
- Hand crafted processor – based in Togo
- Aggregator – based in Ghana
- Industrial processor – based in Mali
- Brand (large and small) – 1 based in Luxemburg, 1 based in USA/Ghana, 1 based in UK/Nigeria
- Consumer - tbc

GSA will circulate the short film amongst top global news channels (ie CNN, BBC, Al Jazeera) and explore broadcast options with Netflix.

GSA will own the sole rights of the short film.

## 5 SCOPE

- Generate a draft story line of short film (shooting planning and schedule and characters)
- The final short film and raw footage shot during production should be saved onto a hard drive and posted to a given address
- Provide up to 3 edits and revisions the initial draft of movie based on feedback from GSA
- Produce all footage in a minimum resolution of 4K 25fps (not 1080p HD)
- GSA have raw footage of parklands and rural women shea collectors carrying out shea processing activities
- GSA can provide a film maker in Ghana for 5 days of shooting (including necessary travel in West Africa)

## 6 TIMELINE

- This RFP is dated 1 December 2021
- Proposals are due **no later than 11:00pm GMT, Sunday 5 December 2021**
- Proposals will be evaluated immediately thereafter. During this time we may require a follow up with our evaluation team. You will be notified if this is requested
- The name of the candidate firm who has been selected will be decided on or about 8 December 2021.
- All other candidates will be notified on or about 10 December.
- It is desired that the short film be released on International Women's Day which is 8 March 2022.

## 7 BUDGET

Please provide a cost proposal to accomplish the objective outlined above. The budget must include:

- Draft Storyboard
- Associated travel costs
- Shooting
- Editing
- Post-production
- Pre-production
- 3 rounds of edits from GSA
- Data storage/hard drives and mailing
- Timeline

## 8 QUALIFICATIONS

- Provide 3 URL examples of your previous work
- Describe your experience in producing sites for non profit and/or community focused projects
- Provide current reference information for 3 former or current clients
- Briefly describe your firm's organisational capacity to produce a short film
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Time frame for completion: the time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Terms and conditions

## 9 TERMS AND CONDITIONS

The following criteria will form the basis upon which GSA will evaluate proposals. The mandatory criteria must be met and include:

An electronic copy of your proposal must be received no later than **11:00 pm GMT, Sunday 5 December 2021**. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented.

**Email for proposals: [info.asp@globalshea.com](mailto:info.asp@globalshea.com)**

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal: the proposed solution meets the needs and criteria set forth in the RFP

- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal
- Aesthetic capabilities: prior work demonstrates artistic ability and innovation
- Candidate experience: candidate has successfully completed similar projects
- Value/Pricing Structure: the price is commensurate with the value offered by the proposer
- Depth and breadth of staff: the candidate has the appropriate resources to develop the short film in the time frame provided
- Proposal presentation: the proposal is presented in a clear, logical manner and is well organised

## 10 FORMAT FOR PROPOSAL

Please use the following as a guideline to format your proposal:

### **Length and Font Size**

Please use fonts no smaller than 10. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 15 pages

### **Title Page**

GSA, Short Film, 'I am Shea', your company name, address, web site address, telephone number, e-mail address and primary contact person.

### **Cover email**

No more than one paragraph.

### **Proposal**

Provide your proposed solution, including the draft storyboard and time frame.

### **Qualifications**

Provide the information requested in Section 8

### **Budget and Fees**

List budget as requested above.