

## REQUEST FOR PROPOSALS:

### Footage Collection in the Greater Rift Valley of Kenya

#### SUMMARY OF PROCUREMENT

World Resources Institute (WRI) is looking for video production consultants (firm or/and individuals) to collect “Before and After” planting aerial and on-ground high quality images and progress footage for its [TerraFund for AFR100](#) landscape restoration projects in the Greater Rift Valley of Kenya. The consultant will help capture images in the specific locations of the new projects to depict the situation before planting, film and produce a 5 min video and its short version (1.5 min) showcasing how a day looks like for a partner farmer and capture footage to depict progress of the on-going projects.

We will collect footage and interviews from at least four projects in the landscape. In addition, we will interview a partner farmer and capture how his/her day looks like and how the restoration is key to improving his/her life. This will include interviews with the local leaders for the government perspective on the land restoration interventions and livelihoods. In brief, these images must depict the local context and what, why, how the locally led land restoration brings benefits for people, nature, and climate.

The videos will have to be done in English and/or with subtitles in English.

This assignment is scheduled through April 2024 to May, 2024.

**Proposals are due to Gilbert Muvunankiko on March 15, 2024, at 17:00 p.m. GMT. Email final submissions to [gilbert.muvunankiko@wri.org](mailto:gilbert.muvunankiko@wri.org).**

#### About the World Resources Institute

Founded in 1982, The World Resources Institute ([WRI](#)) is a global environmental think tank that goes beyond research to put ideas into action. We work with governments, companies, and civil society to build solutions to urgent environmental challenges. WRI’s transformative ideas protect the earth and promote development because sustainability is essential to meeting human needs and fulfilling human aspirations in the future.

#### About TerraFund for AFR100

[TerraFund for AFR100](#) deploys grants, loans, and equity investments to support non-profit community organizations and for-profit businesses in Africa that restore land by growing trees. It incubates hundreds of the continent’s locally led restoration champions by mobilizing and deploying finance and capacity to a pipeline of investable enterprises and non-profits. After implementation kicks off, it monitors and communicates the impacts of the investments to inspire action.

TerraFund is a partnership between World Resources Institute, One Tree Planted, Realize Impact and Barka Fund and was launched with an anchor investment from the Bezos Earth Fund. Part of the [Restore Local project](#), it is delivering finance to support AFR100, a regional partnership with the ambitious goal of restoring 100 million hectares of land across the continent. The Bezos Earth Fund and The Audacious Project are core financial partners of the TerraFund for AFR100 Landscapes cohort. To learn more about TerraFund for AFR100, visit [www.africa.terramatch.org](http://www.africa.terramatch.org).

### SCOPE OF WORK AND OUTPUTS/DELIVERABLES

Since 2021, [TerraFund for AFR100](#) has financed 192 locally led landscape restoration projects in 27 African countries. These champions have proven that it is possible to reverse the degradation trend through restoring the land for the benefit of people, nature and climate. It is time to tell the incredible stories of these champions to inspire action and keep growing the restoration movement across Africa.

It is in this framework that we are looking for a Kenyan videographer (s) to help us capture the high-quality images that show the “what,” “why,” and “how” of restoration in the Greater Rift Valley. The consultant(s) is expected to shoot projects in *Kiambu, Makueni, Marsabit, Narok and Nakuru* counties.

The consultant is expected to shoot on-ground and aerial footage/photos, record interviews and produce a video about a day of a farmer and two project videos. The consultant is expected to share the footage/photos and interviews with WRI in their raw format and organized in thematic folders. Forest Landscape Restoration is all about people and we encourage the photographers/videographers to include people in photos/videos as much as possible.

The consultant should have an initial creative consultation meeting with the WRI’s Restoration Initiative communications staff. He/she is expected to be in contact with the designated contact staff from **WRI** throughout all phases of this assignment by providing frequent updates, either verbally or by email, including weekly **check-ins** on progress.

The consultant firm is required to secure its own production facilities and equipment to produce elements of the videos/photos, including but not limited to shooting, voicing, lighting, editing, and music. We also expect him/her to work with WRI’s restoration staff to develop scripts. The consultant will be responsible for all project management, leading the work and achieving project goals in given scope, time, and budget. ***The consultant should understand forest landscape restoration and its ecological, social, and economic importance or be willing to learn about it.***

After providing guidelines for each assignment to the consultant, WRI team would provide relevant contact information and introductions. The consultant would then discuss with them and plan ideal day and time to be on field for shooting photos, footage, and interviews. Once the final deliverables are

received, the WRI's team would then provide comments and any other elements to be improved. *All content created will be owned by WRI.*

### ***Intended deliverables***

1. Raw full color footage, aerial and on the ground, for all four selected projects, including the new project sites baseline footage and progress footage for the on-going projects.
2. Raw images/footage including interviews with a partner farmer and local leaders (relevant people in the local context). The latter might highlight the local context in terms of restoration and livelihoods).
3. Edited video (in English with subtitles) of the followed farmer connecting the restoration, local context, challenges and what the program is doing to sort out the challenges at local level. This can include project experts from the WRI and Gov. The WRI team will translate the subtitles into French for a French version of the video.
4. Two final edited videos (in both English and French (subtitles) with their short versions) capturing the journey of two selected organizations in Greater Rift Valley
5. Aerial and on-the ground raw and edited photos
6. All the images will be submitted in organized thematic folders.

### **TIMING**

We are looking for consultants that can begin working as soon as April 2024, through June 2024. WRI will issue payments upon approval of deliverables from WRI's Restoration staff team. Once an assignment is given, WRI and consultant will mutually agree upon deadlines for when the consultant will submit the final products for review.

### **BUDGET**

WRI has no requirements for work authorization, but preference will be given to consultants based in Kenya. WRI reserves the right to contract multiple consultants to complete this task.

Payment would be made on receipt and approval of **raw footage/photos and interviews from four selected projects and final videos of a filmed partner farmer and two projects in both English and French** (or with subtitles). The consultant will also produce a short version (2minutes max) for each final video. **The budget will be discussed during the hiring process.**

Please note that WRI is an IRS-registered 501(c)3, tax-exempt organization. WRI is not VAT exempt. All prices or quotes should include VAT and tax, as applicable.

### **GUIDELINES FOR PROPOSAL SUBMISSION**

#### **Requirements**

The selected vendor will be able to demonstrate capacity in similar work, particularly:

- The ability to produce quality and compelling environment related audio-visual materials that inspire funders and ordinary people to learn and act.

- A demonstrated history of working with and interviewing African local stakeholders.
- Experience taking complex topics in the environmental and/or development industry and produce compelling photo/videos stories.

### **Proposal content**

Prospective vendors should submit:

- Summary of any relevant experience and resources demonstrating the consultant’s ability to meet the requirements stated above.
- Examples/samples of past projects, preferably of similar size and scope.
- Proposed vision for the assignment (broad concepts on the final product).
- Proposed budget, including a fixed pricing quote for the project as outlined above, plus an hourly rate for any additional work to be added to the scope of work.
- Proposed schedule for the project, including various stages, milestones, and payments.
- Two references, preferably past clients, and their respective contact information including name, organization/company, title, phone, and email address.
- Point of contact information, including name, title, phone, and email address.

### **Expression of Interest, Deadline for Questions, and Proposal**

All the proposals and questions about this RFP must be received via email to the contact below by **March 15, 2024 at 17:00 p.m. GMT.**

Gilbert Muvunankiko  
 Communications Manager, Restoration Initiative, WRI Africa  
[gilbert.muvunankiko@wri.org](mailto:gilbert.muvunankiko@wri.org)

## **EVALUATION AND SELECTION**

### **Evaluation Criteria**

The following elements will be the primary considerations in evaluating all proposals submitted in response to this RFP:

- Completion of all required elements.
- The extent to which the consultant proposal fulfills WRI’s stated requirements as set out in the RFP;
- Experience with similar projects
- Ability to work seamlessly in an African context.
- Overall cost of the consultant’s proposal.
- Debarment and sanctions – WRI will not consider proposals from a consultant that is presently debarred by the U.S. government or named on any restricted parties lists.

- Sustainability – WRI values sustainability and all other factors being equal, will favor a proposal to more sustainably perform the work.

**The bidder offering the best overall value will be selected. For this procurement, price and non-price aspects are considered to be of approximately equal importance.**

### **Selection Process**

No proposal development costs shall be charged to WRI / all expenses are to be borne by the bidders. WRI may award the bidder offering best value without discussions. However, WRI reserves the right to seek bidder clarifications and to negotiate with those bidders deemed to be within a competitive range.

WRI may, at its discretion and without explanation to the prospective vendors, organizations, and/or consultants, choose to discontinue this RFP without obligation to such prospective vendors, organizations, and/or consultants or make multiple awards under this RFP. Contracts will not be awarded to vendors, organizations, and/or consultants debarred by the US government or named on restricted parties lists.