



**Arab Republic of Egypt
African Development Bank (AfDB)
General Authority for Investment and Free Zones (GAFI)**

**Enhancement of the Entrepreneurship Ecosystem (EEE)
Project ID: P-EG-100-015 Grant No.: 5500155013201**

Terms of Reference (TOR)

Assignment: Recruitment of a Videographer to Document the EEE Project's Governorate Tours

Selection Type: Individual Selection

1. Background

In Egypt, entrepreneurship is rapidly expanding and gaining ground, particularly among the youth, many of whom are ambitious tech-savvy men and women eager to upgrade their skills and knowledge to take the enterprises to the next level.

In this context, the General Authority for Investment & Free Zones (GAFI) has established "Fekretak Sherketak", an entrepreneurship hub dedicated to supporting startups through the facilitation and provision of tailored services and technical assistance across Egypt's governorates, including training, boot camps, mentorship and networking events.

Building on GAFI's efforts, the objective of the Enhancement of the Entrepreneurship Ecosystem (EEE) Project is to contribute to the enhancement and improvement of the entrepreneurship ecosystem in Egypt by supporting GAFI's entrepreneurship resource hub, through the expansion in access to services and information and the provision of tailored business development services to entrepreneurs.

The EEE Project is structured into three main components as follows: (i) Expanding and improving access to entrepreneurship services and information; (ii) Enhanced provision of tailored services to entrepreneurs; and (iii) Project management. The Project is financed through a grant from the African Development Bank to GAFI worth 396,000 Units of Account (UA).

These Terms of Reference were developed in order to recruit a professional videographer to produce a series of videos documenting the EEE project's governorate tours – a key activity within component (i) of the project. The tours aim to raise awareness about entrepreneurship among youth, students and prospective entrepreneurs as well as build the capacity of government employees interfacing with entrepreneurs.

2. Objectives of the Assignment

The EEE project is looking to recruit a qualified professional videographer to capture and produce a series of videos documenting the governorate tours. The videos will be used later on to create a documentary and awareness campaign for the project and will be utilized for marketing purposes. The videographer will also be required to post paid advertisements on Facebook and Instagram covering the governorate tours and other activities implemented by Fekretak Sherketak on behalf of the project.

3. Scope of Work, Duties & Responsibilities

(i) Field Documentation: to capture the activities of each governorate tour. This will involve:

- A kickoff meeting with the EEE Technical Committee to gain an understanding of the assignment, the requirements and the suggested approach for implementation
- Shooting of high-quality video footage and video editing for each tour. No background sound will be required.
- High quality photos for each tour (at least 20 photos per tour)

The tours to be covered are seven (7) two-day tours according to the **tentative schedule** below. The exact date and location of each tour will be communicated to the consultant at least two weeks ahead of the tour date.

#	Governorate	Tentative Date in 2023	Venue (Tentative)
1	Alexandria/Beheira	13-14 September	Alexandria
2	Assiut	4-5 October	Assiut
3	Sohag	25-26 October	Sohag
4	Beni Suef	15-16 November	Beni Suef Technological University
5	New Valley	29-30 November	New Valley
6	Cairo/Giza	TBD	Cairo/Giza (TBD)
7	Qena, Luxor & Aswan	21-22 December	Luxor

- The consultant shall bear his/her own travel-related expenses, including transportation, accommodation and meals, which are non-reimbursable under this contract.
- The consultant shall use high quality photography and videography equipment in all content produced for this project which shall be the intellectual property of GAFI and the AfDB.

(ii) Posting of Paid Social Media Ads: the consultant will post approximately forty (40) social media advertisements, which shall be designed by Frekretak Sherketak’s graphic designer. Each ad will each be posted on LinkedIn, Facebook and Instagram (a total of approximately 120 posts) on behalf of the project and will be reimbursed according to the terms of payment outlined in section (6) below. The videographer will work closely with the EEE Technical Committee to agree on the planned dates for launching the required ads however the expected frequency of posting is around 8 ads per month.

Examples of events to be advertised include:

- Announcements before governorate tours with the date, venue and registration link for each tour;
- Video(s) and/or photos after certain tours to encourage participation in upcoming tours;
- Promoting Fekretak Sherketak’s mentorship sessions following each governorate tour and bootcamp;
- Announcement of the launch of EEE consultation services (IT, chartered accounting and management consultations)

4. Required Qualifications

The consultant should meet the following minimum requirements:

- University degree from a recognized university
- At least 5 years of professional experience in videography, production and editing
- Professional experience in documentation activities of relevance to the project is highly desirable
- Professional experience with posting ads on social media platforms
- Strong interpersonal and networking skills
- Excellent command of spoken Arabic and English

The consultant is required to present three samples of previously produced documentaries and/or video editing work.

5. Contract Duration

The contractual agreement will be between GAFI and the consultant for a **period of 5 (five) months**.

6. Deliverables & Payment Terms

All deliverables have to be approved by the EEE Technical Committee prior to the release of payment. The deliverables and payment terms will be in line with the schedule below:

#	Deliverable	Time Frame	Payment Terms
1	a) Video filming and photography for the following tour: <ul style="list-style-type: none"> ○ Alexandria/Beheira (location to be confirmed) b) Ten (10) paid ads – 1 st Batch	One month after contract signing	25% upon approval of deliverable
2	a) Video filming and photography for the following tours: <ul style="list-style-type: none"> ○ Assiut (location to be confirmed) ○ Sohag (location to be confirmed) b) Ten (10) paid ads – 2 nd Batch	Two months after contract signing	25% upon approval of deliverable
3	a) Video filming and photography for the following tours: <ul style="list-style-type: none"> ○ Beni Suef (location to be confirmed) 	Three months after contract signing	25% upon approval of deliverable



#	Deliverable	Time Frame	Payment Terms
	<ul style="list-style-type: none">○ New Valley (location to be confirmed)b) Ten (10) paid ads – 3rd Batch		
4	<ul style="list-style-type: none">a) Video filming and photography for the following tours:<ul style="list-style-type: none">○ Cairo/Giza (location to be confirmed)○ Luxor (location to be confirmed)b) Ten (10) paid ads – 4th Batch	Four months after contract signing	25% upon approval of deliverable