



Project/Activity Name	Meliteji WASU
Country:	Senegal

**Call for Applications**

**No. HPI.2026.01.002.SEN Mod1**

Recruitment of a consultant/service provider for multimedia production – Coverage of the forage production campaign

<b>Date of publication of the call for bids:</b>	<b>May 7, 2026</b>
<b>Execution period:</b>	June 2026 – February 2027
<b>Deadline for submission of proposals:</b>	May 13, 2026
<b>Deadline for submitting questions/requests :</b>	<b>May 11, 2026</b>
<b>Electronic submission to:</b>	For the attention of the “Purchasing Department” with the subject line <b>“Coverage of the forage production <i>campaign</i>”</b>
<b>Electronic submission:</b>	<a href="mailto:procurement-sn@heifer.org">procurement-sn@heifer.org</a>
<b>Contact information for any inquiries regarding this request for proposals:</b>	<a href="mailto:procurement-sn@heifer.org">procurement-sn@heifer.org</a>



## **I. General Information**

This document is published to solicit applications from potential [partners or contractors] to carry out **the forage campaign coverage – Meliteji-WASU Project**. This is a project with a duration from [June 2026 to February 2027].

The terms of reference contain general information, the desired methodology—including objectives—the timeline for the final evaluation, and a list of expected outcomes. This document also contains information on the type of expertise Heifer is seeking for this activity and guidance on how to submit a proposal to carry out the activity.

Heifer plans to award a **service contract** for the **recruitment of a service provider to produce multimedia content—including a capitalization video, digital vignette, photo story, and visual content—for the Forage Production Campaign**, and to make payments based on the submission and approval of deliverables by Heifer. The award agreement will include a payment schedule with specific deliverables.

## **II. Background**

HEIFER is an international nonprofit organization that has been working for over 80 years on projects and programs aimed at ending hunger and poverty, while promoting sustainable and inclusive agricultural practices.

In collaboration with Laiterie Du Berger (LDB) and FAM Advisory, HEIFER Project International (HPI) is implementing the Meliteji – WASU project, funded by the Mastercard Foundation. This five-year project (2024–2029) aims to strengthen the dairy value chain in several West African countries, including Senegal.

As part of the “livestock development” component, HEIFER facilitates access for producers and other actors in the local dairy value chain to:

- Access to inputs;
- The adoption of best livestock farming practices;
- Access to animal feed;
- Access to technical and financial services;
- Strengthening local value chains.

In partnership with the Network of Farmers’ and Herders’ Organizations (RESOPP), Heifer is implementing a national forage production campaign aimed at promoting youth entrepreneurship, particularly among young women, while sustainably improving livestock feed and producers’ incomes.

To strengthen knowledge sharing, communication, and advocacy around this campaign, HEIFER seeks to document the entire campaign process in a continuous and structured manner, from the distribution of inputs through to post-harvest activities.

This mission will rely on close collaboration between the Meliteji-WASU Project and RESOPP, particularly for planning, facilitating field activities, and identifying participants.

## **III. Purpose and Objective**



The consultant will be responsible for providing comprehensive multimedia coverage of the forage production campaign through the production of high-quality visual and narrative content that enables:

- Document the various stages of the campaign;
- Highlight the stakeholders involved;
- Highlight results, best practices, and impacts;
- Produce usable communication and knowledge-sharing materials

#### Specific Objectives

1. Ensure multimedia coverage of the campaign's main activities, including:
  - Awareness awareness and recruitment of young participants as well as champions;
  - The campaign launch ceremony;
  - Training and information sessions;
  - Distribution of starter kits (input kits);
  - Technical monitoring of crops (planting, growth, maintenance);
  - Business-to-Business (B2B) workshops;
  - Harvesting and post-harvest activities;
  - Marketing activities;
  - Monitoring, evaluation, and knowledge sharing activities.
2. Conduct professional photo and video shoots in the regions<sup>1</sup> where the project to promote youth entrepreneurship in forage crop production is being implemented:
  - Kaolack, Tambacounda, Louga, Sédhiou, Kaffrine, Fatick, Kolda, Thiès, Diourbel, Kédougou, and Saint Louis.
3. Collect qualitative testimonials from:
  - Producers (with a focus on young people, particularly young women, people with disabilities, refugees, and internally displaced persons, where applicable);
  - Partner cooperatives and producer organizations;
  - Technical teams (HEIFER, RESOPP).
4. Document best practices, innovations, challenges, and results related to forage production.
5. Ensure ongoing documentation of the campaign (longitudinal approach), allowing for the tracking of the entire production cycle.

#### **IV. Scope of Work**

The consultant will be responsible for photo/video capture, interviews, raw footage classification, editing, post-production, production of deliverables, and final delivery in accordance with Heifer quality standards.

##### **a. Main video (8–12 minutes) – At the end of the campaign**

- Documentary documentary of highlights covering the the supply of value : distribution of inputs – production – storage – processing – utilization.
- Subtitled version (FR or EN as needed).
- HD and web-optimized formats.



**b. Digital clip (2 minutes) – End of campaign**

- Short version adapted for social media.
- Dynamic format with embedded subtitles.
- Clip version for TV broadcast.
- Short-form report on 4 champions (Case study: success story, 3 women and 1 man).
- PDF version of the report with photos.

**c. Photo story – Throughout the campaign**

- Selection of 50–70 high-quality photos.
- Print and digital formats.
- Inclusion of captions and visual storytelling.

**d. Image library – Throughout the campaign**

- A minimum of 70 captioned photos per covered activity, illustrating:
  - Producers,
  - Young people, particularly young women, people with disabilities, displaced persons, and refugees, where applicable.
  - Plots and forage crops,
  - Training, distribution, B2B, and harvesting activities.

**e. Other technical deliverables – At the end of the campaign**

- Raw video footage categorized by area and theme to be submitted to RESOPP and Heifer
- Source files (if applicable).
- Methodological note detailing the approach adopted.

## VI. Expected Methodology

### 1. Preparation phase

- Scoping meeting with Heifer and RESOPP.
- Development of a coverage plan for the entire campaign (9 months).
- Validation of tools (interview guides, storyboard, shooting schedule).

### 2. Field coverage (June 2026 – February 2027)

The consultant must adopt a continuous and planned approach, including:

- Coverage of at least 5 major activities over the period,
- Travel to project areas,
- Professional photo and video documentation,
- Semi-structured interviews with key stakeholders.

RESOPP and HEIFER will jointly provide:

- Field coordination,
- Engagement of

stakeholders. HEIFER will provide:

- Logistical support.



### 3. Monitoring and coordination

- Regular follow-up meetings with HEIFER and RESOPP.
- Adjustment of the schedule based on the campaign's progress.

### 4. Post-production

- Progressive editing based on the collected content.
- Narrative structure reflecting the entire production cycle.
- Integration of graphics, sound design, and subtitling.
- Validation in a maximum of 3 rounds.

### Final Delivery

- Full delivery of content at the end of the campaign (late January – February 2027).
- Compliance with distribution formats (web, social media, TV if necessary).

**Note:** All images and videos produced remain the exclusive property of RESOPP and HEIFER. No use for other purposes is permitted without prior approval.

## VI. Required Qualifications

### Technical Skills

- Proven experience in audiovisual production and visual storytelling.
- Proficiency in professional software (Premiere Pro, Final Cut, DaVinci, Lightroom, etc.).
- Ability to work in rural and multi-stakeholder environments.
- Strong skills in documentary photography.

### Desired experience

- Minimum 5 years of experience.
- Experience in development, agriculture, or resilience projects.
- Experience collaborating with farmer organizations (a plus).

### Professional Qualities

- Diligence, creativity, and independence.
- Ability to meet deadlines.
- Ability to work collaboratively with multiple stakeholders.

### Duration of the assignment

The assignment will last for 10 months (May 2026 to February 2027):

- Contract signing: May 2026
- Preparatory phase: late May 2026
- Fieldwork: June 2026 – January 2027
- Post-production and delivery: late January – February 2027

### Supervision

The consultant will work under the supervision of:

- HEIFER Senegal (communications team, Meliteji-WASU Project Director, and Meliteji-WASU Project MEL Manager),



- In close coordination with RESOPP, a key partner for:
- Site identification,
- Planning activities,
- Access to participants.

**VII. Requirements for proposal submission:**

All interested applicants must submit their proposals along with the following information:

1. Technical proposal [not exceeding 5 pages]
  - Detailed methodological note (3 pages max).
  - Portfolio / links to similar work.
  - CV or company profile.
  - NINEA and Commercial Registry number, if applicable

2. Financial Proposal

The proposed budget must be submitted separately. The proposed budget must be sufficiently detailed to allow for the evaluation of the proposed costs. It must include at least:

- Detailed ; ; Fees, Travel (accommodation and meals), Logistics, Post-production
- Narrative explanations of budget items;
- Heifer reserves the right to request additional information to support the detailed costs and prices.

3. Late Submissions and Verification

Proposals received after the submission deadline will not be considered. It is the responsibility of bidders to ensure that their proposals are submitted in accordance with the instructions set forth in this document.

Heifer reserves the right to terminate this request for proposals or modify the requirements after notifying bidders.

**VIII. Selection Criteria**

Submitted proposals must clearly demonstrate compliance with the terms of reference described above, with an appropriate level of detail. An agreement will be signed with the bidder whose proposal complies with the instructions in this request for proposals. Proposals will be evaluated according to the following criteria:

<b>Proposal Evaluation Criteria</b>	<b>Percentage</b>
Accuracy and relevance of the proposed technical approach and methodology	15%
Completeness of the proposal in accordance with the request for proposals (general information, work plan, budget, team expertise, etc.)	20%



Proposed team: expertise and skills to address the project components	20%
Relevance and capacity/skills to implement/manage the project	15%
Budget justification and cost realism	30%
Total	100%

The selection committee will evaluate the technical proposal based on the criteria listed above, and the financial proposal will be evaluated based on the reasonableness of the costs and the cost-effectiveness of the budget.

**IX. Validity of Proposals**

Submitted proposals will remain open for acceptance for **90 days** from the specified deadline for receipt of proposals. This includes, but is not limited to, prices, terms and conditions, service levels, and all other information. If your organization is selected, all information contained in this document and the negotiation process are contractually binding.

**Award Process**

[ N	Activity	Deadline
1	Submission of proposals	May 13, 2026
2	Review by the selection committee	May 15, 2026
3	Notification of award	May 18, 2026
4	Negotiation of the grant agreement	May 18, 2026
5	Signing of the award	To Be Determined

Heifer will issue a contract based on the proposal and Heifer’s acceptance of the deliverables. Once the award is issued, it will include a payment schedule with the deliverables specified above.

**Restrictions**

This Request for Proposals does not constitute a commitment to award a contract, to pay costs incurred in preparing a response to this request, or to purchase or contract for services or supplies. Heifer reserves the right to fund all or part of the submitted proposals and reserves the right to accept or reject, in its sole and absolute discretion, any proposal received in response to this request for proposals.

**Intellectual Property**

**Section 10.1.** Ownership in General. Subject to Section 8.2 below, all intellectual property (including, but not limited to, copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or



information developed in whole or in part by or on behalf of the Contractor or its employees or agents in connection with the Services and/or the Goods (collectively, the “Work Product”) shall be the exclusive property of HPI. Upon request, the Contractor shall execute all documents and take all necessary steps to confirm or perfect HPI’s exclusive ownership of the Work Product.

**Section 10.2. Prior Intellectual Property.** Any intellectual property owned by a party prior to the effective date (“Prior Intellectual Property”) shall remain the exclusive property of that party. With respect to any Prior IP of the Contractor included in the Work Product, the Contractor retains ownership thereof and hereby grants HPI a perpetual, non-exclusive, royalty-free, worldwide, and irrevocable right and license to use, copy, reproduce, publicly display, modify, revise, perform, and distribute such intellectual property, in any format or medium, in connection with the Work Product.

**Section 10.3. Work Made for Hire.** To the extent that copyright laws apply to the Work Product, the parties agree that (a) HPI has specifically commissioned or sponsored the Work Product, (b) the Work Product is a “work made for hire” within the meaning of U.S. copyright laws, and (c) HPI shall be deemed the author thereof and shall hold all rights, title, and interest therein. To the extent that such rights, in whole or in part, are not vested in HPI as a “work made for hire,” the Contractor irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of the Contractor’s rights of any kind, known or unknown, in and to the Work Product and in connection therewith, and HPI shall be the sole and exclusive owner of all rights therein and in its components, including, but not limited to, all related, ancillary, subsidiary, and adaptation rights. The Contractor hereby waives all rights known as “moral rights” and all similar rights it may have in connection with the Work Product. The description of the Services and/or Goods provided in this Agreement does not in any way limit how HPI may use the Work Product.

### **Applicable Regulations**

Bidders must be legally registered to conduct business in Senegal and comply with applicable local laws, including, but not limited to, labor laws, financial requirements, taxes, etc.