



FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA  
MINISTRY OF SCIENCE AND TECHNOLOGY

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

## **NATIONAL QUALITY INFRASTRUCTURE (NQI) PROJECT**

### **Terms of Reference (TOR)**

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### **Terms of Reference (TOR) for a Local consultancy for professional video cinematographer to support ECAE**

#### **Background**

The overall Objectives of the National Quality Infrastructure (NQI) development project is

1. To build the capacity of the Ethiopian quality infrastructure, thereby improving the competitiveness of manufacturing and service providing enterprises in line with international best practices.
2. Within the broad intervention of the NQI landscape, transformation of the Ethiopian Conformity Assessment Enterprise (ECAE) services to an international level is expected as one of the key result areas. ECAE provides conformity assessment services based on laboratory testing, inspection and certification.

#### **Definition of Problem**

The Enterprise has the vision to be the national leader in providing conformity assessment services and to be an internationally recognized and accepted enterprise. So far the enterprise has failed to realize its vision and mission as it has to be. Therefore, the new top management of the company is currently undergoing a change in the direction of the organization vision and mission. This change includes preparing a marketing and promotional activity that ECAE will use it for the next five years.

To achieve best results within a short time, the GIZ/NQI project office is looking for a professional video cinematographer to support ECAE with the following:

1	<b>Overview/Main Purpose</b>	Task of the project  a. As a result, in order to better position of Ethiopian conformity assessment enterprise (ECAE) to respond to the demands of the county in a professional manner, the enterprise assumed preparing a 60 minutes video production.
2	<b>Tasks</b>	The candidate of the position is required to conduct  <ul style="list-style-type: none"><li>• develop scripts (based on message to be provided by ECAE)</li><li>• develop message transmission techniques/ideas (such as dialogue, theatrical, musical or any other creative and artistic form),</li><li>• shoot necessary filming ensuring all ECAE operational areas</li><li>• High quality video graphics and audio.</li> <li>• 20 minutes production for each department activities</li><li>• The production will be provided with DVD</li></ul>
3	<b>Required Expert's/ consulting firm Profile</b>	The following are mandatory requirements that the expert should meet in order to be eligible for contract award:  a. Has relevant experience in video production b. Should be a legally registered firm c. Needs to present sample work with DVD
4	<b>Overall Time Period</b>	The assignment is expected to be concluded within 20 working days
5	<b>Place of Assignment</b>	At the head quarter of ECAE
6	<b>Deliverables</b>	Deliverables of the expert:  a. scripts presentation, selection of sources and evaluation 5 days b. The first draft will be 10 days presented c. The last outcome of all productions will be delivered 5days after the first draft