RFP No. ASLM/IPG/07/10/23

RFP for Selection of Consultant/Contractor

Development of Communication Materials (Audio-Visual including Documentary) for Africa CDC Pathogen Genomics Initiative.
1. **ASLM background**

The African Society for Laboratory Medicine (ASLM) is a Pan-African professional body working to advocate for the critical role and needs of laboratory medicine and networks throughout Africa. Africa is rapidly growing but faces major health challenges including epidemics of HIV, tuberculosis, and malaria, and new priorities such as COVID-19, Ebola, and other global health security threats. Strengthened laboratory capacity and surveillance in Africa are critical to overcoming the burden of disease and ensuring a healthy future for the continent. ASLM addresses these challenges by working collaboratively with governments, local and international organizations, implementing partners, and the private sector. ASLM collaborates with the Africa Centres for Disease Control and Prevention (Africa CDC) to implement the establishment of the Institute for Pathogen Genomics.

2. **Africa CDC background**

The Africa Centres for Disease Control and Prevention (Africa CDC) is an institution of the African Union, established with the goal of strengthening Africa’s capacity to detect, prevent, and respond to public health emergencies. Africa CDC works collaboratively with African Union Member States, regional economic communities, National Public Health Institutes and partners to support public health initiatives and build resilient health systems across the continent. The organization focuses on various areas, including disease surveillance, emergency response, laboratory capacity building, public health research, and workforce development. The Africa CDC Pathogen Genomic Initiative is one of the initiatives undertaken by Africa CDC to enhance pathogen surveillance and response capabilities in Africa.

3. **Purpose of the role:**

The purpose of this Request for Proposals (RFP) is to select qualified individuals or organizations to produce communication, and audio-visual materials including a documentary to outline the work of the Africa CDC Pathogen Genomic Initiative in the past three years. The role of the selected candidate or organization is to develop content to raise awareness about the importance of pathogen genomics in disease surveillance and outbreak response efforts in Africa, showcase success stories, promote collaboration, and reach diverse audiences with engaging and informative content.

4. **Major Duties and Responsibilities:**

The major duties and responsibilities of the selected candidate or organization include:

- Conduct in-depth consultations with the Africa CDC team on the Africa CDC Pathogen Genomic Initiative, its objectives, goals, achievements, and impact.
• Develop a comprehensive outline for the communication materials and documentary, highlighting key topics, case studies, and interviews.
• Write a series of written communication materials providing an overview of the initiative, its objectives, and its impact on public health in Africa (approximately 5,000 words in total).
• Produce a documentary (approximately 15-20 minutes) combining interviews, on-site footage, and visual graphics to effectively convey the importance of pathogen genomics.
• Conduct interviews with key stakeholders, including representatives from Africa CDC, partner institutions, public health experts, and researchers involved in the Pathogen Genomic Initiative.
• Coordinate logistics for on-site visits and filming as required.
• Edit the communication materials and prepare them for publications and documentary footage to ensure high-quality content that aligns with the objectives and requirements of the Africa CDC Pathogen Genomic Initiative.
• Incorporate feedback and suggestions from Africa CDC and other stakeholders during the revision process.

5. Required professional work experience:
The following professional work experience is required for this role:

• Demonstrated experience in producing educational content, written articles, scientific communication, and documentaries on scientific or health-related subjects.
• Familiarity with public health concepts, specifically in the field of genomics and disease surveillance, would be an advantage.

6. Language requirement:
Proficiency in written and spoken English and French is required.

7. Remuneration:
The remuneration for this role will be determined based on the candidate’s qualifications, experience, and the proposed budget in the submitted proposal.

8. Duration of the Contract:
The contract duration will be 3-months specified upon final selection and contract signing.
9. Instructions for submitting proposals:

Interested parties should submit their proposals electronically, including the following information:

- **Overview**: Provide a brief introduction to your organization, highlighting relevant experience in producing educational content, articles, and documentaries related to public health or scientific topics.
- **Methodology**: Outline your proposed approach to researching, writing, and producing the editorial articles and documentary, including a timeline of activities.
- **Team and expertise**: Provide details about the team members who will be involved in the project, emphasizing their expertise in scientific writing, filmmaking, editing, and public health communications.
- **Budget**: Present a detailed budget breakdown, including anticipated costs for research, interviews, filming, editing, and any other expenses related to the project.
- **Sample work**: Include samples of previous work that demonstrate your ability to deliver high-quality educational content or documentaries on scientific or health-related subjects.

10. Contract Value

- A maximum value of USD 50,000

11. Instructions for submitting proposals

- Send your completed application by email to: rpsubmission@aslm.org, and copy EShumba@aslm.org, AfricaPGI@africa-union.org by Thursday 20th July 2023 (05:00 pm East African Time).

Point of contact:

Direct any written questions or request for information about this RFP to:

Edwin Shumba | ASLM
Africa PGI Project Manager
Email: EShumba@aslm.org
Phone Number: +263773052246
12. Evaluation and Award Process
A team of ASLM staff and outside experts will evaluate the applications based on preset standards relevant to the specific project and its correlation with the RFP objectives. An evaluation matrix with assigned weighted numerical values will be used to rate each applicant as presented in the table below. The following represents some, although not all, of the criteria that will be used to the assessed feasibility of each Respondent.

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<thead>
<tr>
<th>Item</th>
<th>Evaluation criteria</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Does the organization/individual have the right skillset and expertise to accomplish the required assignments</td>
<td>20%</td>
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<td>2.</td>
<td>Does the organization/individual demonstrate adequate and verifiable past experience in similar projects?</td>
<td>20%</td>
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<td>3.</td>
<td>Are the Respondent’s proposed activities (strategy of implementation) current, feasible and cost-effective?</td>
<td>10%</td>
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<td>4.</td>
<td>Are the proposed outcomes measurable and feasible?</td>
<td>20%</td>
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<td>5.</td>
<td>Did the application include references that attest to the Respondents' personal and professional integrity and competency?</td>
<td>20%</td>
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<tr>
<td>6.</td>
<td>Did the Respondent demonstrate knowledge of Africa CDC project needs and objectives?</td>
<td>10%</td>
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ASLM reserves the right, but is under no obligation, to enter into discussions with one or more Respondents in order to obtain clarifications or additional details, to suggest service delivery refinements in the proposal or other aspects of the proposal, or to negotiate the cost of the proposal.

Each Respondent submitting a proposal will be notified in writing or via e-mail of ASLM’s decision concerning their proposal. Should you be recommended for acceptance, the contract shall be effective on the contract execution date and shall run for 3 months. All work must be scheduled and completed within the contract period.
timeframe. Any modifications or extensions must be negotiated in advance and submitted to ASLM for review and approval. The selected Respondent's proposal, and any subsequent material submitted in response to requests for additional information, will become the basis of contractual agreements with said Respondent.

13. Contractual Terms and Conditions
Responses must be in accordance with the guidelines as specified in this RFP. This RFP does not commit ASLM to accept any proposals submitted, nor is ASLM responsible for any costs incurred in the preparation of responses to this RFP. All materials submitted in response to this RFP or developed during the life of the contract will become the property ASLM. The detailed itemized budget must be submitted in US dollars and will be evaluated in terms of best value to ASLM.

ASLM reserves the right to delay, amend, reissue or cancel all or part of this RFP at any time without prior notice. ASLM discourages ex parte communication with any Board member, the public and/or staff member after the deadline for the receipt of proposals. ASLM will be under no obligation to reveal, or discuss with any Respondent on how a proposal was assessed, or to provide any other information relative to the selection process. Respondents whose proposals are not selected will be notified in writing and shall have no claim whatsoever for any kind of compensation.
14. Deliverables

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<tr>
<th>Description of deliverable</th>
<th>Timeline</th>
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<tr>
<td>1. Inception consultation report including detailed work-plan</td>
<td>1st week</td>
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<td>2. Share a series of written communication materials for publication providing an overview of the initiative, its objectives, and its impact on public health in Africa</td>
<td>8th week</td>
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<td>3. Finalized documentary</td>
<td>12th week</td>
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<tr>
<td>4. Final Report</td>
<td>12th week</td>
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