



# REQUEST FOR PROPOSAL

## CONSULTANCY TO DEVELOP ANIMATION SERVICES FOR TEXTILE & APPAREL DASHBOARD PROJECT

RFP/GA/ANIMATION SERVICES/T & A-JULY 2024-001

### 1. ABOUT GATSBY AFRICA

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Gatsby Africa is a multi-decade philanthropic organization funded by the Sainsbury Family Charitable Trust working in specific value chains within East Africa. Gatsby Africa supports sector transformation enabling growth and long-term viability of the key industries in East Africa (EA) by maintaining and improving the region's position in the global market; relative productivity and ability to create value-added industries, driving significant structural transformation and growth that benefits low-income sections of society within East Africa countries: Kenya, Tanzania, and Uganda. Gatsby Africa has six sectors which are Aquaculture, Agricultural Inputs, Livestock, Kenya Commercial Forestry, Textiles and Apparel and Water.

Under the Textiles and Apparel industry Programme, Gatsby Africa seeks to catalyse the development of manufacturing and enhancement of value addition through a combination of investment mobilization and supporting existing industries to become globally competitive. The Textiles and Apparel apparel programme works with the sector's investors and garment manufacturers to identify the key needs to support the value chain of the textiles and apparel sector in the East Africa region. As such, the programme seeks to attract and imbed best in class manufacturing within the region.

For more information on our work, visit our website: [www.gatsbyafrica.org.uk](http://www.gatsbyafrica.org.uk).

### 2. OBJECTIVE

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Cognizant of the important role that comprehensive information and data plays in decision-making, Gatsby Africa has developed a comprehensive dashboard mapping out key infrastructure and data points for investors looking to set-up new ventures in the East African region.

GA seeks to introduce this dashboard as part of T&A's goal to support development of an effective enabling environment that can foster growth of the sector, we want to share data and insights and learnings for current and future investors in the region.

The objective of this assignment is to create an engaging and informative animated video that introduces and explains the features and benefits of the new visualization dashboard.

### 3. SCOPE OF WORK

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The animator will be responsible for the following tasks:

- **Concept Development:** Collaborate with the project team to understand the dashboard's features and target audience. Develop a concept and storyboard for the animation.
- **Script Writing:** Write a clear and concise script for the animation, with input from the project team. You will be provided with an initial script draft to give you a starting point.
- **Animation Production:** Create high-quality animations that effectively communicate the key features and benefits of the dashboard.
- **Voiceover and Sound:** Include professional voiceover and suitable background music to enhance the animation.
- **Revisions:** Incorporate feedback from the project team and make necessary revisions to ensure the final product meets the requirements.

### 4. DELIVERABLES

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The animator is expected to deliver:

- A detailed storyboard and script for the animation.
- A draft version of the animation for review and feedback.
- The final animated video in a format suitable for online distribution (e.g., MP4).
- All project files, including raw animation files, voiceover recordings, and any other relevant materials.

### 5. TIMELINE

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The project is expected to be completed within 6 weeks from the date of contract signing. Key milestones include:

- **Week 1:** Initial meeting and concept development.
- **Week 2:** Storyboard and script approval.
- **Week 4:** Draft animation submission.
- **Week 5:** Feedback and revisions.
- **Week 6:** Final animation delivery.

### 6. QUALIFICATIONS

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The ideal candidate should have:

- Proven experience in animation and video production.
- A strong portfolio showcasing similar projects.
- Excellent storytelling and scriptwriting skills.
- Proficiency in animation software (e.g., Adobe After Effects, Blender).

- Ability to meet deadlines and work collaboratively with a team.

## 7. PROPOSAL DETAILS

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The following are the minimum qualifications for this RFP. Proposals that do not meet these requirements will not be considered.

- (i) A brief technical proposal outlining the approach to this project.
- (ii) At least 3 referees to whom similar services have been/are being offered (portfolio)
- (iii) Organization Profile, & detailed CVs of the personnel proposed for the assignment.
- (iv) An itemized financial proposal detailing the proposed cost of the assignment is enclosed separately.

## 8. MANDATORY

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- a. Certificate of Registration/Incorporation,
- b. Tax Compliance Certificate /Tax Clearance Certificate (where applicable)
- c. KRA PIN / Tanzania Revenue Authority PIN (where applicable)
- d. Audited financial statements for the last two years (Years 2022 & 2023)

## 9. EVALUATION CRITERIA

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Proposals will be evaluated based on:

- Quality and relevance of the portfolio.
- Understanding of the project requirements.
- Creativity and originality of the proposed concept.
- Proposed timeline and ability to meet deadlines.
- Cost-effectiveness of the proposal.

## 10. PROPOSAL INSTRUCTIONS, ENQUIRIES & SUBMISSION DATES

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- Interested Bidders are required to submit a technical proposal that outlines the approach, creativity and originality, indicative workplan with timelines, and a detailed financial proposal for the delivery of this assignment.
- Gatsby Africa contact inquiries and clarifications regarding this call for Expression of Interest are welcomed and should be directed in writing to the email address [textilesandapparel@gatsbyafrica.org.uk](mailto:textilesandapparel@gatsbyafrica.org.uk) No later than **August 5th, 2024**.
- Responses to questions will be distributed by GA no later than **August 7th, 2024**, to all interested parties and all enquiries must strictly be by email.
- The proposals and enclosed documents must be sent to via email to the following addresses [textilesandapparel@gatsbyafrica.org.uk](mailto:textilesandapparel@gatsbyafrica.org.uk) ; [rfq@gatsbyafrica.org.uk](mailto:rfq@gatsbyafrica.org.uk) and

[comms@gatsbyafrica.org.uk](mailto:comms@gatsbyafrica.org.uk) must be received no later than **August 16th, 2024**, at **4.00 PM E.A Time**.

- Kindly ensure that the technical and the financial proposals are sent as separate documents, ensuring all documents are in PDF format, with the pages clearly and sequentially numbered.
- The subject line for the proposal submission should be **RFP/GA/ANIMATION SERVICES /T & A- JULY 2024-001**.

*Failure to comply with the guidelines provided will result in outright disqualification.*

*Gatsby Africa has the exclusive rights to conduct the evaluation process.*