

TERMS OF REFERENCE

PRODUCTION OF A 5-EPISODE PROMOTIONAL TV SERIES ON THE EVOLUTION OF AUTHENTIC GAMBIAN GASTRONOMY TO CURRENT STREET FOOD

1.0 Project Background

The International Trade Centre (ITC), a joint agency of the United Nations (UN) and the World Trade Organization (WTO), supports the internationalization of small and medium-sized enterprises (SMEs). Based in Geneva, Switzerland, ITC is implementing the EU Youth Empowerment Project (YEP) focused on the Tourism and Creative Industries in The Gambia. This project aims to enhance the competitiveness, inclusiveness, and sustainability of these sectors through three specific objectives: improving the business environment, enhancing investment and market access, and boosting MSMEs' competitiveness.

Key actions include streamlining creative industry regulations, strengthening business support institutions, enhancing branding and marketing, creating market linkages, building MSME capacities for sustainable tourism, and improving skills for youth and women. The project addresses challenges such as weak coordination, skill gaps, climate vulnerability, and limited market diversification. Funded by the EU for 56 months, the project empowers youth and women, promotes job creation, and fosters skills development, targeting MSMEs and various public and private sector institutions.

Gambian cuisine represents a rich blend of traditional West African flavours, ingredients, and cooking techniques, deeply rooted in local history and culture. In recent years, there has been a significant transformation in how food is consumed and shared—from home-cooked traditional dishes to innovative street food offerings that blend heritage with modern flair. This shift reflects broader societal trends, such as urbanization, youth engagement in food entrepreneurship, and cultural preservation through innovation.

This TV series seeks to document and promote the evolution of Gambian gastronomy, offering a visual and narrative journey that celebrates local flavours, traditional knowledge, and their contemporary reinterpretations.

2.0 Objective

The objective is to produce a high-quality, 5-episode promotional television series that showcases the historical and cultural evolution of Gambian cuisine from traditional dishes to modern street food, targeting both local and international audiences.

3.0 Scope of Work

The selected production firm will be required to:

3.1 Research and script five episodes that each focus on:

- **Traditional Gambian Cuisine:** Origins, ingredients, and community roles.
- **Cooking Techniques and Tools:** Evolution of preparation methods.
- **The Role of Food in Gambian Culture and Celebrations**
- **The Rise of Street Food Culture:** Influences and contemporary trends.
- **The Future of Gambian Gastronomy:** Young chefs, fusion cuisine, and sustainability.

3.2 Identify and collaborate with key stakeholders, including:

- Relevant stakeholders, including the Ministry of Tourism and Culture, The Gambia Tourism Board (GTBOARD), the Gambia Tourism and Hospitality Institute (GTHI) and the National Centre for Arts and Culture (NCAC).
- Yabouy Home cooking
- Chef Association of the Gambia
- Street food vendors
- Cultural experts
- Community members and elders

3.3 Film and produce 5 episodes of 30 minutes, incorporating:

- Interviews
- On-location cooking demonstrations
- Archival and contemporary footage
- Visual storytelling of food markets, homes, and street food scenes

3.4 Edit and deliver the series in broadcast-ready format (HD/4K), including:

- Subtitles (English)
- Voice-over narration
- Background music (licensed)
- Branding and opening/closing credits

3.5 Develop promotional materials, including:

- 2–3-minute trailers for each episode
- High-resolution images for press and digital use
- Social media teasers

4.0 Expected Deliverables

- Inception report with production plan and timeline
- 5 fully edited episodes (30 minutes each)
- 5 trailers (2-3 minutes each)
- 10 Social media snippets (60 seconds per episode)
- Subtitled and narrated versions of each episode
- Final report documenting production process, challenges, and outcomes

5.0 Timeline

The activity will be conducted over a period of **three Months**.

6.0 Qualifications and Expertise Required

The production firm should possess the following:

6.1 Legal & Operational Requirements

- Must be a legally registered business in The Gambia (or officially allowed to operate here).

6.2 Experience

- At least 8 –10 years of hands-on experience in multimedia production.
- Have a renown Gambian Chef in the team with proven experience in documentary/TV production, particularly in cultural or culinary storytelling.

6.3 Portfolio & Past Work

- A strong portfolio showing successful projects on similar assignments.

6.4 Technical Skills

- Have access to professional grade production gear such as cameras, sound equipment, lighting, and editing tools.
- Content creation & storytelling
- Team members with skills in directing, videography, scriptwriting, editing, and sound design.

6.5 Knowledge of The Gambia's Gastronomy

- Deep understanding of The Gambia's gastronomy and have a working relationship with the relevant stakeholders.

6.6 Marketing & Communication

- Can craft and roll out strong promotional strategies across TV, social media, and other platforms.
- Knows how to target audiences and distribute content effectively in The Gambia.

6.7 References

- At least two (2) professional references from past clients or partners vouching for your work.

7.0 Budget and Payment Terms

The consultant/team will be remunerated based on agreed deliverables. The payment schedule will be as follows:

- 40% upon submission upon signing of contract, work plan and identification shooting places and individuals
- 40% upon completion of the 5-episode promotional TV series.
- 20% upon the completion of 5 trailers, 10 Social media snippets, successful rolling out of videos on social media platforms and the submission of the final Report.

8.0 Submission of Bid/Tender

Interested production firms should submit their quotation, including:

- Technical proposal outlining the objectives and expected deliverables
- Financial proposal covering all cost items, including overhead costs (logistics, travel, administrative costs, etc.).
- Work plan for the assignment.
- Provide two (2) reference letter or a contract of similar work undertaken recently.
- Evidence of experience and qualification and team composition

9.0 Application and Deadline

To apply, please submit all quotes (technical and financial) **by 1:00pm 15th July 2025** to Daouda Niang dniang@intracen.org and copy yusupha.keita@intracen.org