



Terms of Reference (ToR) for the project completion of the University Entrepreneurship Resource Video Campaign

for the

The Entrepreneurship Development in Higher Education Programme (EDHE)

In partnership with The British Council

Due date: Wednesday, 18 June 2024

1. Purpose

This document outlines the Terms of Reference (TOR) for completing the **'University Entrepreneurship Resource Video Campaign Project'**. The project aims to complete the last phase of a series of university profile videos for EDHE, focusing on showcasing entrepreneurship resources to support student entrepreneurs at 10 universities in South Africa.

2. Introduction

Since 2018, the British Council and Universities South Africa (USAf) have been in a partnership that aims to support the development of entrepreneurship in the higher education sector in South Africa. The collaboration has been aligned with the objectives of the national Entrepreneurship Development in Higher Education (EDHE) Programme under USAf, which relates to the development of student entrepreneurship, entrepreneurship in academia, and entrepreneurial universities in South Africa.

One of the priority activities of the EDHE Phase 2 Implementation Plan is to contribute to increased knowledge and understanding of the resources that are in place at universities to support student entrepreneurs so that universities can share best practices but simultaneously identify gaps. This project was designed to showcase such resources at universities through 10-minute documentary videos of 10 selected universities.

3. Overall Project Overview

The primary objective of the University Entrepreneurship Resource and Video Project is to document stories about **entrepreneurship activities at public universities** in South Africa. The videos will contribute to increased knowledge and understanding of the resources in place at universities to support student entrepreneurs.



The project's rollout began with its initial phase for a selected group of 10 universities, with the view to scale up to include all 26 public universities in the future (subject to funding availability).

The videos have been created specifically for a university audience - academic and student - to stream on their platforms, USAf and British Council. The spin-offs from this principal source can include social media cuts, webinar material, etc. The outputs of this project will also be used to explore gaps, share best practices, and facilitate conversations between South African and UK HEIs and experts, including what may be available for student entrepreneurs to start and advance their businesses.

EDHE and the British Council will invite a UK consortium to participate, collaborate, and exchange knowledge and best practices through webinars/podcasts/virtual meetings and recorded dialogues.

4. Phase 1: Progress

A Production team and Executive Producer were appointed to film and curate the video content from each university. Below is an overview of the project's status and the progress made to date on each video.

The following universities are in the final phase of completion:

- University of Venda but requires the voiceover for the final edit.

The following Universities are in the 1st draft phase:

The content, music, and flow of the videos for the following universities require EDHE team approval before they can progress to the final delivery phase:

University of Limpopo
University of Johannesburg
Sol Plaatje University
Nelson Mandela University

Universities that still require editing into the 1st draft:

- Tshwane University of Technology
- Durban University of Technology
- Walter Sisulu University
- Cape Peninsula University of Technology
- University of Cape Town



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Summary:

- Edit - Off-line & On-line Editing: 5 videos
- Edit - Final changes for approval: 4 videos
- Voice - Voice over artist: 1 video
- Studio - Recording Studio: 1 video

Univ	Interview	Transcription	Feedback received	Content Edit	Content Approval	Voice over	1 st Draft	2 nd draft	3 rd draft	Final delivery
Univen	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	8 July
UL	Yes	Yes	Yes	Yes	Yes		Yes 15 July			19 July
UJ	Yes	Yes	Yes	Yes			Yes 15 July			19 July
NMU	Yes	Yes	Yes				In progress 22 July			26 July
SPU	Yes	Yes	Yes	Yes			In progress 22 July			26 July
TUT	Yes	Yes	Yes				29 July			2 August
DUT	Yes	Yes	Yes				29 July			2 August
WSU	Yes	Yes	In progress				5 August			9 August
CPUT	Yes	Yes	Yes				5 August			9 August
UCT	Yes	Yes	In progress				12 August			16 August

5. Phase 2: Project Overview

This project aims to finalise a series of university profile videos (documentaries) commissioned by EDHE and The British Council. The project's initial phase was completed in February 2023 but could not be completed.

Project Goals:

- Complete the editing and delivery of all outstanding university profile videos for EDHE.
- Ensure the videos accurately represent each university and align with EDHE's messaging and target audience.
- Create high-quality videos that effectively promote the universities to prospective students.

6. Scope of Work

The scope of work includes, but is not limited to:

- a) Reviewing and approving video content, music, and flow in the first draft phase (Universities of Limpopo, Johannesburg, Sol Plaatje, Nelson Mandela).
 - **Content Review:**



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- Approval of video script for accuracy and clarity in representing the university.
 - Confirmation that all necessary information about the university is included.
 - Verification that the content aligns with EDHE's messaging and target audience.
 - **Music Review:**
 - Selection of music options that fit the tone and style of the university video.
 - Approval of a final music track that complements the visuals and narrative.
 - **Flow Review:**
 - Confirmation that the video transitions smoothly between scenes.
 - Agreement on the pacing and overall rhythm of the video.
 - Sign off on the call to action or concluding message.
- b) Implementing revisions based on EDHE team feedback.
- c) Editing remaining universities (TUT, DUT, WSU, CPUT, UCT) to a first draft stage.
- **Technical Editing:**
 - Review and edit raw footage for each university.
 - Synchronise audio and video elements.
 - Apply colour correction and primary visual effects if needed.
 - Implement fundamental transitions between scenes.
 - **Content Integration:**
 - Integrate university-provided content (e.g., logos, photos, graphics) into the video.
 - Create title cards and text overlays for crucial information.
 - **Draft Assembly:**
 - Arrange edited footage, music tracks, and text elements into a coherent first draft.
 - Ensure the video flows smoothly and tells a compelling story about the university.
 - **Deliverables per University:**
 - One (1) first draft video for each remaining university (TUT, DUT, WSU, CPUT, UCT).
 - Each draft video will include:
 - Edited footage with primary visual effects (if required).
 - We integrated university-provided content.
 - Title cards and text overlays.
 - Placeholder music track (may need final approval from EDHE).
 - Rough video transitions.
- d) Finalising video editing for all universities, including relevant voiceovers.



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- e) Integrating voice-over for the University of Venda.
- f) Delivering final video files to EDHE, including all open files and content.

7. Deliverables

Completed and edited university profile videos for all institutions:

- 1) University of Venda (Limpopo)
- 2) University of Limpopo (Limpopo)
- 3) University of Johannesburg (Gauteng – Johannesburg)
- 4) Nelson Mandela University (Port Elizabeth)
- 5) Sol Plaatje University (Northern Cape)
- 6) Tshwane University of Technology (Gauteng: Pretoria West)
- 7) Durban University of Technology (KZN)
- 8) Walter Sisulu University (Eastern Cape)
- 9) Cape Peninsula University of Technology (Western Cape)
- 10) University of Cape Town (Western Cape)

Deliverables and milestones

The Service Provider/Production Company shall agree on the project's activities, key milestones, and deliverables and the estimated days to be spent on project activities before commencement.

The table below provides an overview of the project's key milestones.

Milestones	Tentative Dates	Activities
Project Kick-off	Monday 1 July 2024	
Final Video with Voiceover (UNIVEN)	Monday 8 July 2024 (1 week)	The University of Venda video with the final voiceover recording integrated.
Reviewed and Approved First Draft Videos (UL, UJ)	Monday 15 July 2024 (1 week)	Content, music, and flow of first draft videos reviewed and approved by EDHE.
Reviewed and Approved Final Draft Videos (UL, UJ)	Friday 19 July 2024	Final draft videos incorporating EDHE feedback.
Reviewed and Approved First Draft Videos (SPU, NMU)	Monday 22 July 2024 (1 week)	Content, music, and flow of first draft videos reviewed and approved by EDHE.
Final Draft Videos (SPU, NMU)	Friday 26 July 2024	Final draft videos incorporating EDHE feedback.
First Draft Videos (TUT, DUT)	Monday 29 July 2024 (1 week)	Content, music, and flow of first draft videos reviewed and approved by EDHE.



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Final Draft Videos (TUT, DUT)	Friday 2 August 2024	Final draft videos incorporating EDHE feedback.
First Draft Videos (WSU, CPUT)	Monday 5 August 2024	Content, music, and flow of first draft videos reviewed and approved by EDHE.
Final Draft Videos (WSU, CPUT)	Friday 9 August 2024	Final draft videos incorporating EDHE feedback.
First Draft Videos (UCT)	Monday 12 August 2024	Content, music, and flow of first draft videos reviewed and approved by EDHE.
First Draft Videos (UCT)	Friday 16 August 2024	Final draft videos incorporating EDHE feedback.
Final Video Delivery (All Universities)	29 August 2024	Final edited video files were delivered to all 10 universities in the agreed-upon format and reviewed by EDHE.
Final Project Close-out Report and meeting	30 August 2024	

8. The primary objectives of the videos are to:

Part 1:

- Recognise the good practices of the university leadership;
- Showcase the unique entrepreneurial resources, training and opportunities of that university available to student entrepreneurs;
- Highlight achievements; and
- Inspire students, learners, academics, investors, and business.

Part 2:

- Collaborate with the UK by sharing knowledge, expertise, and principles of good practice through videos and learnings.

9. Style

We are engaging, warm, pacy, personable, youth-focused, personality-driven with academic integrity and relevant content. Using subtitles is encouraged to facilitate the equity, diversity, and inclusion (EDI) principles that we stand for. We welcome new ideas and innovations which align with the campaign. (See additional notes under Proposal Submission)

8. Budget

R200 000.00

Should your budget proposal exceed R200 000.00, your proposal will automatically be excluded from evaluation.



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Proposal Requirements

Universities South Africa requires proposals demonstrating your qualifications and approach to completing this project. Proposals should include the following:

- **Company Information:** Briefly introduce your company, highlighting your experience and expertise in video editing and university profile video creation.
- **Company Registration:** A valid tax compliance pin certificate, BEE certificate or affidavit, and CIPC documents. Failure to do so will lead to disqualification
- **Project Understanding:** Demonstrate your understanding of the project goals and scope by outlining your proposed approach.
- **Team Expertise:** Introduce your team members who will be working on the project, highlighting their relevant skills and experience.
- **Work Samples:** Include a portfolio or links to relevant video editing projects you have completed.
- **Timeline and Deliverables:** Outline your proposed timeline for completing the project, including key milestones and deliverables.
- **Cost Breakdown:** Provide a detailed breakdown of your project costs, including hourly rates or a fixed fee proposal.
- **References:** Include contact information for 2-3 references from previous clients.

Evaluation Criteria

Universities South Africa will evaluate proposals based on the following criteria:

- Understanding of project goals and scope.
- Relevant experience and expertise of the proposed team.
- Quality of previous work samples (include at least links to 3-5 similar projects/videos).
- Proposed timeline and feasibility.
- Competitiveness of cost proposal.
- References and client testimonials (please provide contactable references).

Submission Process

Please **submit your proposals** electronically to Project Coordinator Ms Zamaswazi Shabangu: zamaswazi@usaf.ac.za by Tuesday, **18 June 2024, 17:00**.

Questions

For any questions regarding this proposal request, please contact:

Ms Zana Boshoff (Project Manager): zana@usaf.ac.za