

REQUEST FOR PROPOSALS - Production of an Educational Short Film on Copyright and Neighbouring Rights in Eswatini

Issued by: Eswatini Copyright and Neighbouring Rights Society (ESWACOS)

RFP Title: Production of a 20–30 Minute Educational Short Film on Copyright and Neighbouring Rights

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Submission Email/Address: info@eswacos.org.sz

Contact Person: Winston Bhila, +26878090246, royalties@eswacos.org.sz

1. Background

The **Eswatini Copyright and Neighbouring Rights Society (ESWACOS)** is a multi-rights Collective Management Organization (CMO) in Eswatini responsible for safeguarding and advancing the economic interests of copyright holders across various creative industries. ESWACOS works to promote the protection, management, licensing, and monetisation of copyright works and neighbouring rights, while raising awareness among creators, users of copyright-protected works, institutions, students, and the general public.

In collaboration with the **Ministry of Commerce, Industry and Trade**, through the **Copyright Office**, together with support from **UNESCO**, through the International Fund for Cultural Diversity (IFCD), ESWACOS seeks to produce an educational short film that will raise awareness on copyright and neighbouring rights in Eswatini. The film should communicate copyright concepts in a simple, engaging, practical, and culturally relevant manner, using storytelling to help audiences understand the value of creative works, the rights of creators and performers, and the consequences of copyright infringement.

The short film will be used as an awareness and educational tool during workshops, school and university engagements, public awareness campaigns, online platforms, stakeholder meetings, and other outreach activities.

2. Purpose of the RFP

ESWACOS invites proposals from suitably qualified local filmmakers, film production companies, creative agencies, and audiovisual production teams in Eswatini to develop and produce a **20–30 minute educational short film** on copyright and neighbouring rights.

The successful bidders will be expected to provide a complete production service, including concept development, scriptwriting, pre-production, production, post-production, subtitles, final mastering, and handover of all related production assets.

3. Overall Objective of the Assignment

The main objective of this assignment is to produce an educational short film that raises awareness and improves public understanding of copyright and neighbouring rights, copyright infringement, and related copyright issues in Eswatini. The film should be informative, relatable, entertaining, and accessible to a wide audience, particularly creatives and the general public.

4. Target Audience

The short film should be designed for the following audiences:

- Creatives and rights holders, including authors, musicians, producers, performers, filmmakers, visual artists, publishers, and other creators;
- Creative industry businesses and cultural entrepreneurs;
- Students in schools, colleges, and universities;
- Users of copyright-protected works, including businesses, broadcasters, event organisers, digital content users, and institutions;
- Policymakers and public institutions;
- The general public in Eswatini.

5. Film Format and Creative Approach

The proposed film may take any of the following formats:

- Drama;
- Comedy;
- Hybrid drama-comedy;
- Educational fiction;
- Docu-drama, where appropriate.

The film should use compelling characters, realistic scenarios, and accessible language to explain copyright and neighbouring rights. The tone should be engaging and memorable, while still remaining accurate and educational.

The film may be produced in **siSwati and/or English**, with subtitles. Where siSwati is used, English subtitles should be included. Where English is used, siSwati subtitles should be included.

6. Key Themes and Issues to be Covered

The short film may address, among others, any of the following themes:

6.1 Understanding Copyright

- What copyright is and why it matters;
- Types of works protected by copyright, including music, books, films, photographs, visual art, scripts, performances, and digital content;
- The rights of authors, composers, producers, publishers, filmmakers, and other creators;
- The economic and moral value of creative works.

6.2 Understanding Neighbouring Rights

- What neighbouring rights are;
- Rights of performers, producers of sound recordings;
- Why performers and producers should understand and manage their rights;
- The importance of registering and documenting works and recordings.

6.3 Copyright Infringement

- Common examples of copyright infringement in Eswatini;
- Unauthorised use of music, films, books, photographs, and other creative works;
- Piracy and illegal copying;
- Unlicensed public performance or use of music in businesses and events;
- Online infringement and unauthorised sharing of creative content;
- Consequences of copyright infringement for creators, users, and the creative economy.

6.4 Licensing

- Why users of creative works need permission or licences;
- How licensing supports creators and rights holders;
- The importance of paying for the use of creative works;

6.5 Role of ESWACOS and the Copyright Office

- How ESWACOS supports rights holders through registration, licensing, royalty administration, and awareness;
- The importance of rights holders registering their works and keeping accurate records;

- The role of the Copyright Office in copyright administration and protection;
- Where creators and users can seek guidance.

6.6 Building Respect for Creativity

- Respecting the labour and investment behind creative works;
- Encouraging lawful use of copyright-protected works;
- Promoting a culture that values creativity, originality, and fair compensation;
- Linking copyright protection to livelihoods, youth employment, cultural development, and the growth of Eswatini's creative industries.

7. Scope of Work

The successful bidder will be responsible for the full production process, including but not limited to the following:

7.1 Development

- Develop the creative concept and treatment;
- Conduct basic research on copyright and neighbouring rights in consultation with ESWACOS and the Copyright Office;
- Develop a synopsis and storyline;
- Prepare a script for review and approval;
- Revise the script based on ESWACOS and Copyright Office feedback;
- Develop a production schedule and work plan.

7.2 Pre-Production

- Casting of actors/presenters, where applicable;
- Location scouting and securing permissions;
- Preparation of production design, wardrobe, props, and other visual elements;
- Preparation of shooting schedule;
- Recruitment and confirmation of crew;
- Securing all necessary releases, permissions, licences, and consents;
- Final pre-production meeting with ESWACOS before filming.

7.3 Production

- Filming of the short film;

- Direction, cinematography, sound recording, lighting, and production management;
- Ensuring quality audio and visuals suitable for public screening, online publication, and educational use;
- Ensuring production is conducted professionally, safely, and within the approved schedule.

7.4 Post-Production

- Editing of the film;
- Sound design and audio mixing;
- Colour correction/grading;
- Music scoring or use of properly licensed music;
- Subtitling in siSwati and/or English as required;
- Incorporation of ESWACOS and Copyright Office feedback;
- Production of rough cut, fine cut, and final master;
- Delivery of final film and all agreed assets.

8. Required Deliverables

The successful bidder shall deliver the following:

1. Approved creative concept and treatment;
2. Final approved script;
3. Detailed production schedule;
4. Detailed work plan;
5. Final production budget;
6. Rough cut for review and approval;
7. Fine cut incorporating comments from ESWACOS and the Copyright Office;
8. Final 20–30 minute educational short film;
9. Subtitled version of the film;
10. Clean master file without subtitles, where applicable;
11. Final compressed version suitable for online use;
12. Final high-resolution version suitable for public screening;

13. Trailer or short promotional cut-down of 30–60 seconds, where feasible within the approved budget;
14. At least ten high-resolution still images from the production for promotional use;
15. All scripts, release forms, music licences, actor/crew releases, location permissions, and consent forms;
16. Handover of all raw footage, project files, graphics, subtitles, audio files, and related production assets.

9. Technical Specifications

The final film should meet the following minimum technical requirements:

- Duration: 20–30 minutes;
- Resolution: Minimum Full HD 1920 x 1080;
- Aspect ratio: 16:9;
- Audio: Clear, mixed, and broadcast-quality sound;
- File formats: MP4, MOV and high-resolution master file format;
- Subtitles: Burned-in subtitle version and separate subtitle file where possible;
- Language: siSwati and/or English, with subtitles;
- Branding: ESWACOS and Copyright Office logos to be included as directed;
- Credits: All credits must be accurate and approved before final delivery.

10. Budget

The total budget for the assignment must cover all costs and must **not exceed SZL 70,000.00**. The budget should be comprehensive and should include all applicable costs, including but not limited to:

- Concept development;
- Scriptwriting;
- Research;
- Production management;
- Cast and crew fees;
- Transport;
- Locations;

- Equipment;
- Props and wardrobe;
- Meals and refreshments during production;
- Editing;
- Sound design;
- Colour grading;
- Subtitles;
- Music licensing or original music composition;
- Graphics;
- Data storage and delivery;
- Administrative costs;
- Taxes, where applicable.

Proposals exceeding the maximum budget of **SZL 70,000.00** may be disqualified.

11. Payment Schedule

Payment will be made in three instalments as follows:

1. **50% upon signing of the contract;**
2. **25% upon approval of the rough cut;**
3. **25% upon final delivery, approval, and handover of all assets.**

All payments will be subject to satisfactory performance, approval of deliverables, and compliance with the agreed contract terms.

12. Proposed Timeline

Bidders are required to propose a realistic work plan and production timeline. The timeline should include the following phases:

- Development;
- Script approval;
- Pre-production;
- Production/shooting;
- Rough cut delivery;
- Review and feedback;

- Fine cut delivery;
- Final delivery and asset handover.

The project will commence **20 July 2026**, and final delivery of agreed assets should be no later than **11 September 2026**.

13. Proposal Requirements

Interested bidders must submit a proposal containing the following:

13.1 Administrative Information

- Name of filmmaker, company, or production team;
- Company registration documents, where applicable;
- Contact details;
- Physical address/Business address;
- Name and contact details (Contact number and email address) of the lead producer.

13.2 Technical Proposal

The technical proposal should include:

- Understanding of the assignment;
- Proposed creative concept;
- Proposed film format, such as drama, comedy, or hybrid;
- Synopsis or storyline;
- Proposed methodology;
- Production approach;
- Proposed work plan;
- Development, pre-production, production, and post-production breakdown;
- Proposed language approach;
- Approach to subtitles;
- Strategy for ensuring copyright accuracy and educational value;
- Proposed production team and roles;
- Profiles/CVs of key personnel;
- Examples or links to previous relevant work;

- Risk management plan;
- Quality assurance plan.

13.3 Financial Proposal

The financial proposal should include a detailed itemised budget not exceeding **SZL 70,000.00**.

The budget should clearly break down costs for:

- Development;
- Pre-production;
- Production;
- Post-production;
- Subtitling;
- Deliverables;
- Administrative costs;
- Any applicable taxes.

14. Eligibility Criteria

This RFP is open to local filmmakers, film production companies, audiovisual production teams, and creative agencies based in Eswatini.

Applicants should demonstrate:

- Experience in film, video, television, documentary, drama, comedy, or educational content production;
- Ability to produce high-quality audiovisual work within budget and timelines;
- Understanding of Eswatini's cultural and creative context;
- Ability to communicate complex issues in a simple and engaging manner;
- Access to appropriate production equipment, crew, and post-production capacity;
- Commitment to ethical, lawful, and professional production practices.

15. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Evaluation Area	Weight
Understanding of the assignment and copyright awareness objective	20%
Strength and originality of creative concept	15%
Methodology, production plan, and work plan	20%
Experience and capacity of production team	15%
Quality of previous work	15%
Budget realism, value for money, and compliance with budget ceiling	15%
Total	100%

ESWACOS reserves the right to request interviews, clarifications, revised budgets, or concept presentations from shortlisted bidders.

16. Copyright, Ownership, and Use of Final Product

The successful bidder must ensure that all materials used in the production are original, properly licensed, or lawfully cleared. This includes music, images, footage, scripts, performances, graphics, fonts, and any third-party material.

All rights, title, and interest in the final commissioned film and related project deliverables shall belong to ESWACOS, unless otherwise agreed in writing. ESWACOS shall have the right to use, reproduce, distribute, screen, broadcast, upload, share, adapt, and communicate the film for educational, promotional, public awareness, and institutional purposes.

The successful bidder shall provide ESWACOS with all relevant release forms, licences, consents, and permissions from cast, crew, contributors, locations, composers, musicians, and any other parties involved in the production.

The production company may request written permission from ESWACOS to use the final film or excerpts for portfolio purposes.

17. Ethical and Legal Requirements

The successful bidder shall be required to:

- Respect the dignity and rights of all persons involved in the production;
- Obtain consent from all participants, actors, contributors, and locations;
- Avoid defamatory, discriminatory, offensive, or unlawful content;
- Ensure responsible representation of individuals, communities, and institutions;

- Comply with copyright and neighbouring rights requirements;
- Avoid using unlicensed music, images, footage, or other protected content;
- Ensure that the film does not infringe the rights of any third party.

18. Submission Instructions

Proposals must be submitted by **Monday, 13 July 2026** to:

Email: info@eswacos.org.sz

Subject Line: RFP Submission – ESWACOS Educational Copyright Short Film

Alternatively, hard copy submissions may be delivered to:

Physical Address: First Floor, Embassy House Building, Gwamile Street, Mbabane

Submissions received after the deadline may not be considered.

19. Clarifications and Enquiries

All enquiries regarding this RFP should be directed to:

Name: Winston Bhila

Position: Royalties Administrator

Email: royalties@eswacos.org.sz

Telephone: +268 78090246

Clarification requests must be made no later than **Friday, 10 July 2026**. Responses to clarification requests may be shared with all prospective bidders where ESWACOS considers it necessary to ensure fairness.

20. Reservation of Rights

ESWACOS reserves the right to:

- Accept or reject any proposal;
- Cancel or amend this RFP at any stage;
- Request additional information from any bidder;
- Negotiate the scope, budget, and timelines with the successful bidder;
- Not award the contract if no suitable proposal is received;
- Award the contract to the bidder whose proposal is considered most responsive and offers the best value, not necessarily the lowest-priced proposal.

21. Disclaimer

The issuance of this RFP does not constitute a commitment by ESWACOS to award a contract. All costs incurred by bidders in preparing and submitting proposals shall be borne by the bidders.

22. Conclusion

Through this project, ESWACOS and the Copyright Office seek to create a powerful educational film that will contribute to greater respect for copyright and neighbouring rights in Eswatini. The film should help creators, students, users of creative works, and the general public understand that copyright protection is essential to sustaining livelihoods, encouraging creativity, promoting lawful use, and growing the country's creative economy. Qualified local filmmakers and production companies are encouraged to submit creative, practical, and cost-effective proposals that will bring this important message to life.

Issued by:

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First Floor, Embassy House Building, Gwamile Street, Mbabane

+268 76024199

www.eswacos.org.sz