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| **RFP Number:** | #41 |
| **Issuance Date:** | June 26, 2019 |
| **Deadline for Questions:** | 6 pm EST, June 30, 2019 |
| **Bidders Teleconference:**  | 2 pm EST, July 1, 2019  |
| **Deadline for Offers:** | 6 pm EST, July 7, 2019 |
| **Description:** | Production of 8 videos  |
| **For:** | Resilience and Economic Growth in the Sahel – Accelerated Growth (REGIS-AG) |
| **Funded By:** | USAIDAID-625-C-14-00001 |
| **Implemented By:** | CNFA |
| **Point of Contact** | Ms. Ashley HerronProgram Officeraherron@cnfa.org |

**Section 1: Introduction, Technical Background and Scope of Work**

**1.1 Introduction**: Resilience and Economic Growth in the Sahel – Accelerated Growth (REGIS-AG) is a USAID Feed the Future program implemented by CNFA in Niger and Burkina Faso. Along with its sister projects REGIS-ER (Enhanced Resilience) and the Sahel Resilience Learning Project (SAREL), REGIS-AG is a key component of USAID’s Resilience in the Sahel Enhanced (RISE) programming approach to supporting the Sahel’s most vulnerable populations and ending the region’s cycle of crisis.

The region and its people are living at the margins in almost every sense of the word. As USAID’s RISE Project Impact Evaluation states, “climate models predict increasing temperatures, more variable rainfall, and more frequent extreme events, such as droughts and floods, over the coming decades. Given that the large majority of households’ livelihoods are dependent on rainfall [e.g. subsistence agriculture], the result is more uncertain production levels, food price volatility, income variability, asset depletion, and increased indebtedness.”[[1]](#footnote-1)

By improving the competitiveness of cowpea, small ruminants, and poultry value chains, the REGIS-AG project aims to improve the incomes of vulnerable families and communities in order to strengthen their resilience to shocks (e.g. droughts, conflicts and, economic crises). Specifically, the target outcome of REGIS-AG is to increase income from these value chains by 50% among target households, which will, in turn, contribute to reducing the depth of poverty by 20%. REGIS-AG will reach 270,000 direct beneficiaries.

After identifying opportunities for value chain development through a series of value chain studies (component 1), the project is strengthening market linkages in the three targeted value chains (component 2). To complement market linkage development activities, the project strengthens input supply and supporting services (component 3), promotes access to finance including promoting functional literacy (component 4), and improves the enabling environment for private investment (component 5).

To highlight the results and successes of project activities, REGIS-AG requires a video production firm to produce 8 videos: i) heavy editing and reorganization of three (03) existing videos, French version and English version (a total of 6 videos); and ii) production of one (01) new video, French version and English version (a total of 2 videos). **The purpose of this RFP is to solicit quotations from U.S.-based and international video production firms to conduct the following scope of work**. Offerors are responsible for ensuring that their offers are received by CNFA in accordance with the instructions, terms, and conditions described in this RFP. Failure to adhere with instructions described in this RFP may lead to disqualification of an offer from consideration.CNFA will consider proposals in response to this RFP from U.S. and international firms – local Nigerien firms will not be considered.

**1.2: Scope of Work:**

The REGIS AG project is nearing the end of its five-year life cycle and USAID has requested that the project create several videos of key successes/results. These videos will be screened at the end of project event (tentatively scheduled for early September), and used to demonstrate the project’s success to various audiences, including the American public, government and/or non-government partners in Niger, Burkina Faso, and West Africa more generally. For example, these videos may be used by USAID for distribution on USAID/West Africa website, social media, and screened at conferences, etc.

* Video 1: Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
* Video 2: Poultry video (exactly the same content as Video 1). English version.
* Video 3: Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
* Video 4: Small Ruminant Export Market video (exactly the same content as Video 3). English version.
* Video 5: Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
* Video 6: Livestock Market Management video (exactly the same content as Video 5). English version.
* Video 7: New project overview video (incorporates footage from existing video success story as well as new footage). French version.
* Video 8: New project overview video (exactly the same content as Video 7). English version.

The footage captured must be shot in HD and should use a wide variety of camera angles to ensure a professional and engaging product.

REGIS-AG does not have the material and human resources to produce these videos, so an independent service provider specializing in video production is being recruited. To most effectively convey the REGIS-AG story, 6 of the 8 videos described above will draw heavily on existing content and footage from three video success stories that were previously created for the project in 2018 by a Nigerien video production firm. Much of this previously developed content needs to be reformulated, and joined with newly developed content/footage, to better align with the intended use of the videos. Given the end-use of these videos targets both West African and American audiences, the use of text in lieu of voice-over narration, and the desire to use graphics that contain text, each video must have a French version and an English version.

Given the challenges of working in the Nigerien context (security, languages, etc.) and the short timeline, the selected offeror is **strongly encouraged** to engage a local Nigerien video firm or local Nigerien videographer to conduct the filming in-country. Offerors may propose to sub-contract any Nigerien video production firm or videographer but is not required to do so. Should the successful offeror request it, CNFA is able to provide recommendations on local Nigerien firms or videographers based on prior experience. While REGIS-AG activities take place in both Niger and Burkina Faso, the videos will focus on Niger due to security concerns in Burkina Faso and the short production timeline.

 **The Client (CNFA)**

The Client will have the following general responsibilities under the eventual agreement:

1. Designate a staff member to be the Point of Contact (POC) for all communications between the selected offeror and themselves.
2. Lead process of engaging with USAID and obtaining feedback (scheduling and leading calls, compiling clear instructions, etc.)
3. Provide timely feedback to the selected offeror
4. Provide information, feedback and guidance on the security context
5. Support selected offeror to organize and also attend field visits for location scouting, conducting interviews, taking b-roll, etc.
6. Provide video idea pitch summary documents (with detailed visual guides) of the desired video content.

**The Selected Offeror (international video production firm)**

The selected offeror will have the following general responsibilities under the eventual agreement:

1. Lead pre-production, production, and post-production for eight (08) videos.
2. Deliver the final products.
3. Manage and direct selected local Nigerien video production firm/videographer, if applicable (the selected offeror is encouraged, but not required, to sub-contract a Nigerien video production firm or videographer) to:
	1. Travel to field sites to conduct interviews with beneficiaries, produce B-roll, etc.
	2. Shoot and provide raw footage for eight (08) videos as needed to the international firm
4. Manage interpretation/translation into and out of local languages.

**1.3: Period of Performance:** The anticipated period of performance for this assignment is **July 17, 2019 – September 13, 2019.**

**1.4: Tasks:**

* Create eight (08) complete videos that utilize pre-existing video footage and newly collected video footage of REGIS-AG project results and beneficiary testimonies in Niger
	+ Heavy editing and reorganization of three (03) existing videos, French version and English version (a total of 6 videos)
	+ Production of one (01) new video, French version and English version (a total of 2 videos)
* The breakdown of specific project tasks/deliverables is below:

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| --- | --- | --- |
| **Production phase** | **Task** | **Notes** |
| Pre-production | Create storyboard for each video (8) based on concept guide provided by CNFA/REGIS-AG (English)Create scripts for each video (8) based on concept guide provided by CNFA/REGIS-AG (English)Develop beneficiary interview questions in close coordination with CNFA/REGIS-AGParticipate in meetings, as needed, with USAID and CNFA/REGIS-AG to obtain feedback (English) | Since the content will be approved by USAID, CNFA/REGIS-AG will provide close guidance for the creation of storyboards, scripts, interview questions, and all necessary additional approvals.All eight (08) videos will reuse existing content in addition to new contentSee Annex F for more details. |
| Production | Manage travel logistics, as needed, for film crew (CNFA/REGIS-AG staff to provide support regarding travel to beneficiary sites) Coordinate beneficiary site visits with CNFA/REGIS-AG staff Scouting visits to field sites, as neededAbility to communicate with beneficiaries in French, Hausa and ZarmaCapture video footage of beneficiary interviews, landscapes, storage facilities, livestock markets, local government officials, project staff, etc.Return signed video release forms (if 1-3 people are featured in shot)Participate in meetings (Skype or via phone), as needed, with USAID and CNFA/REGIS-AG to obtain feedback (English) | The international firm is not required to travel to Niger during production, if a Nigerien video production firm/videographer is sub-contracted by selected offeror.Film crew should have experience working in insecure, conflict prone areas and be prepared to exercise cultural sensitivity.Field visit teams will include CNFA/REGIS-AG project staff with French/ Zarma/ Hausa/ English language skills and knowledge of the region and beneficiaries  |
| Post-production | Engage in three phases of video edits: rough, fine, and finalVideo/ sound editing content in French, Hausa, and ZarmaProvide culturally appropriate, royalty-free music selectionDevelop animations/ graphics, as neededParticipate in meetings, as needed, with USAID and CNFA/REGIS-AG to obtain feedback (English) (see Annex F for details)Provide final video files (8) in hard copy and online (see technical specifications in Section 1.1 for details)Final videos will have a French version and an English version | Rough cut: two rounds of editing Fine cut: two rounds of editingFinal cut: editing only as needed |

**1.5: Anticipated Deliverables:**

The following are anticipated deliverables to result from the award with the successful offeror:

* Deliverable 1: Final approved storyboards, scripts, and interview questions
* Deliverable 2: Approved video content collected during production
* Deliverable 3:
	+ Rough cut (Draft 1): Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Rough cut (Draft 1): Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Rough cut (Draft 1): Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Rough cut (Draft 1): New project overview video (incorporates footage from existing video success story as well as new footage). French version.
* Deliverable 4:
	+ Rough cut (Draft 2): Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Rough cut (Draft 2): Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Rough cut (Draft 2): Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Rough cut (Draft 2): New project overview video (incorporates footage from existing video success story as well as new footage). French version.
* Deliverable 5:
	+ Fine cut (Draft 1): Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Fine cut (Draft 1): Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Fine cut (Draft 1): Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
* Deliverable 6:
	+ Fine cut (Draft 2): Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Fine cut (Draft 2): Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Fine cut (Draft 2): Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Fine cut (Draft 2): New project overview video (incorporates footage from existing video success story as well as new footage). French version.
* Deliverable 7:
	+ Final cut: Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Final cut: Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). English version.
	+ Final cut: Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Final cut: Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). English version.
	+ Final cut: Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). French version.
	+ Final cut: Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). English version.
	+ Final cut: New project overview video (incorporates footage from existing video success story as well as new footage). French version.
	+ Final cut: New project overview video (incorporates footage from existing video success story as well as new footage). English version.

**1.6: Anticipated Deliverables Schedule**

The successful offeror shall submit the deliverables described above in accordance with a realistic deliverables schedule, as defined by the offeror, and outlined below. Anticipated deliverables schedule subject to negotiation upon contract award:

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| **Deliverable Number** | **Deliverable**  | **Due Date** |
| **1** | Final approved storyboards, scripts, and interview questions  | July 27, 2019 |
| **2** | Approved video content collected during production  | August 4, 2019 |
| **3** | * Rough cut (Draft 1): Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Rough cut (Draft 1): Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Rough cut (Draft 1): Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Rough cut (Draft 1): New project overview video (incorporates footage from existing video success story as well as new footage). **French** version.
 | August 9, 2019 |
| **4** | * Rough cut (Draft 2): Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Rough cut (Draft 2): Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Rough cut (Draft 2): Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Rough cut (Draft 2): New project overview video (incorporates footage from existing video success story as well as new footage). **French** version.
 | August 14, 2019 |
| **5** | * Fine cut (Draft 1): Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Fine cut (Draft 1): Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Fine cut (Draft 1): Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
 | August 20, 2019 |
| **6** | * Fine cut (Draft 2): Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Fine cut (Draft 2): Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Fine cut (Draft 2): Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Fine cut (Draft 2): New project overview video (incorporates footage from existing video success story as well as new footage). **French** version.
 | August 26, 2019  |
| **7** | * Final cut: Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Final cut: Poultry video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **English** version.
* Final cut: Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Final cut: Small Ruminant Export Market video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **English** version.
* Final cut: Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **French** version.
* Final cut: Livestock Market Management video (incorporates some content/footage from existing video success story as well as newly developed content/footage). **English** version.
* Final cut: New project overview video (incorporates footage from existing video success story as well as new footage). **French** version.
* Final cut: New project overview video (incorporates footage from existing video success story as well as new footage). **English** version.
 | August 30, 2019 |

**\***Deliverable numbers and names refer to those fully described in Section 1.5 above

**Section 2: Instructions to Offerors**

#  2.1 Offer Deadline and Protocol: Offers must be received no later than 6 pm, EST, on July 7, 2019. Offers must be submitted by email to aherron@cnfa.org.

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Please reference the RFP number in any response to this RFP. Offers received after the specified time and date will be considered late and will be considered only at the discretion of CNFA. The cover page of this solicitation summarizes the important dates of the solicitation process. Offerors must strictly follow the provided deadlines to be considered for award.

**2.2 Questions**: Questions regarding the technical or administrative requirements of this RFP may be submitted no later than **6 pm EST on June 30** by email to Ashley Herron at aherron@cnfa.org. Questions must be submitted in writing; phone calls will not be accepted. Questions and requests for clarification—and the responses thereto—that CNFA believes may be of interest to other offerors will be circulated to all RFP recipients who have indicated an interest in bidding.

Only the written answers issued by CNFA will be considered official and carry weight in the RFP process and subsequent evaluation. Any verbal information received from employees of CNFA or any other entity should not be considered as an official response to any questions regarding this RFP.

**2.3 Bidders Teleconference:** CNFA will host a Bidders Teleconference on Monday, July 1, 2019 at 2:00pm EST. All interested offerors are invited to participate in a 30 minute teleconference where answers to questions will be released, and additional follow-up questions will be accepted. Interested participants must RSVP to Ashley Herron (aherron@cnfa.org) by 6pm June 30,2019. Notes from the Bidders Teleconference will be circulated to all offerors that submit questions.

**2.4 Evaluation and Award**: The award will be made to a responsible offeror whose offer follows the RFP instructions, meets the eligibility requirements, and is determined via a trade-off analysis to be the best value based on application of the below evaluation criteria. Best value determination will consider both technical and financial proposals, i.e., the best approach and anticipated results in combination with a reasonable cost. Proposed costs must reflect and clearly match the degree of sophistication of the technical approach.

The relative importance of each individual criterion is indicated by the number of points below:

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| **Evaluation Criteria** | **Criteria Description** | **Maximum Points** |
| **Technical Approach** |
| Present technical approach that addresses each of the requirements listed in the Section 1.2 through 1.4.Technical proposal must show an understanding of the requirements along with a demonstration of how your company will respond to the requirements in the scope of work. | Articulated vision for videos, approach well suited for the targeted audience and intended end usage of videos, tone and style consistent with CNFA and REGIS-AG branding Strength of ideas and quality on reformulating existing content into new videos Completeness and adherence to RFP guidance, and overall quality  | 15 points10 points 5 points |
| **Total Points – Technical Approach** | 30 points |
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| **Personnel**  |
| Personnel qualifications and experience of proposed team to conduct the specified work  | 3-5 years of experience in video production required for crew members. Personnel have previous experience working on USAID or other donor-funded development projects. Experience working with and managing subcontracted talent/crews, (it is encouraged to sub-contract a Nigerien video production firm or videographer).At least one team member has professional proficiency in French (preferably the individual tasked with managing the firm, (if proposing to sub-contract a Nigerien video production firm or videographer)Extent to which the professionals proposed include a mix with requisite technical/project management skills and relevant experience to complete the scope of work | 5 points5 points10 points10 points10 points  |
| **Total Points –Personnel** | 40 |
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| **Project Management** |
| Management | The offeror has clearly articulated how a) it will accomplish pre-production tasks using the inputs provided by the client, and; b) it will work with a subcontractor production firm in the specified timeframe (It is encouraged to sub-contract a Nigerien video production firm or videographer)The offeror has clearly articulated how it will ensure the completion of production, especially as pertains to a sub-contract to a production firm (if proposing to sub-contract a Nigerien video production firm or videographer) The offeror has clearly articulated how it will conduct post-production editing using its capacity in video production | 151515 |
| **Total Points –Management** | 45 |
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| **Detailed Work Plan** |
| Work plan | The offeror has adhered to the work plan timeline in Annex F. Revisions to this timeline will be considered as long as deadlines for deliverables are still met. | 50 |
| **Total Points –Detailed Work Plan** | 50 |
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| **Past Performance** |
| Past performance  | Experience in production and project management of similar videos required (scope, size, and complexity) Quality of past work examples shared online (technical and stylistic)USAID or other international development work particularly videos and other collaterals performed within the past 5 years  | 5510 |
| **Total Points – Past Performance** | 20 |
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| **Cost Proposal** |
| Pre-production  | Please describe the costs for the pre-production phase, including number of days  | 10 points  |
| Production  | Please describe the costs for the production phase, including number of days | 10 points  |
| Post-production  | Please describe the costs for the post-production phase, including number of days | 10 points  |
| **Total Points – Cost Proposal** | 30  |
| **TOTAL OFFER POINTS** | **215**  |

Best-offer proposals are requested. It is anticipated that award will be made solely on the basis of these original proposals. However, CNFA reserves the right to conduct any of the following:

* CNFA may conduct negotiations with and/or request clarifications from any offeror prior to award;
* While preference will be given to offerors who can address the full technical requirements of this RFP, CNFA may issue a partial award or split the award among various suppliers, if in the best interest of the REGIS-AG Project;
* CNFA may cancel this RFP at any time.

Award will be issued only to the entity which submits a proposal in response to this RFP. CNFA will not issue an award to different offerors, entities, or third-parties other than the selected offeror(s). CNFA anticipates awarding a fixed-price deliverables subcontract to the successful offeror.

**2.5 Cost Proposal**: Pricing must be presented in US dollars. Offers must remain valid for not less than thirty (30) calendar days after the offer deadline. Offerors are requested to provide offers on official letterhead in accordance with the format provided in Annex D.

**2.6 Proposal Format Instructions:** All proposals must be formatted in accordance with the below requirements:

1. English language only
2. Include the individual/agency/organization name, date, RFP number, and page numbers as a header or footer throughout the document.
3. The Technical Proposal must be in the format provided in Annex C.
4. The Cost Proposal must be in the format provided in Annex D.

A full proposal will include the following documents:

1. A proposal offer checklist (Annex A).
2. A cover letter on company letterhead, signed by an authorized representative of the offeror (Annex B).
3. A complete Technical Proposal in response to the evaluation criteria in Section 2.4 and in the format provided in Annex C.
4. A complete Cost Proposal in response to the terms of Section 2.5, the evaluation criteria in Section 2.4, and in the format provided in Annex D.
5. A copy of the offeror’s business license
6. Three contacts for references from organizations/individuals for which the offeror has successfully performed similar work.

**Annex A – Offer Checklist and Submission Instructions**

To assist offerors in preparation of proposals, the following checklist summarizes the documentation to include an offer in response to this RFP:

□ Offeror Checklist (Annex A)

□ Cover letter on company letterhead, signed by an authorized representative of the offeror (see Annex B for template)

□ Technical Proposal (see Annex C for template)

□ Cost Proposal (See Annex D for template)

□ Copy of offeror’s registration or business license

□ Three contacts for references from organizations/individuals for which the offeror has successfully performed similar work

**Annex B – Offeror Cover Letter**

*The following cover letter must be placed on letterhead and completed/signed/stamped by a representative authorized to sign on behalf of the offeror:*

To: CNFA

 1828 L Street NW, Washington DC 20036

Reference: RFP no. 41

To Whom It May Concern:

We, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced RFP. Please find our offer attached.

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced RFP. We further certify that the below-named firm—as well as the firm’s principal officers and all commodities and services offered in response to this RFP—are eligible to participate in this procurement under the terms of this solicitation and under USAID regulations.

Furthermore, we hereby certify that, to the best of our knowledge and belief:

* We have no close, familial, or financial relationships with any CNFA or REGIS-AG project staff members;
* We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFP; and
* The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
* All information in our proposal and all supporting documentation is authentic and accurate.
* We understand and agree to CNFA’s prohibitions against fraud, bribery, and kickbacks.
* We understand and agree to CNFA’s prohibitions against funding or associating with individuals or organizations engaged in terrorism or trafficking in persons activities.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

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| Authorized Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Name & Title of Signatory:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Company Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Company Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Telephone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Website:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Company Registration or Taxpayer ID Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Does the company have an active bank account? (Y/N):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Official name associated with the bank account (for payment): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Annex C – Technical Proposal**

**Technical Approach (30 points)**

In 1,000 words or less, describe your approach to producing the 8 videos, with an emphasis on post-production work.

**Personnel (40 points)**

Please list the team members who will participate in the production of the videos (producer, script writer, video editor, audio engineer, cameraperson, etc.).

Detail their experience and qualifications (attach CVs, including language capabilities (French, Zarma, Hausa).

**Project Management (45 points)**

Give a brief description of your typical project workflow. Briefly describe the services your firm offers in pre-production, production, and post-production.

Explain how the proposed personnel, video firm, ( it is encouraged to sub-contract a Nigerien video production firm or videographer), translators/interpreters, and other resources will be managed for this project.

Describe how travel and other logistical arrangements will be managed.

Please include information how communication will be managed with REGIS-AG project staff in Niger.

Please include how videos will be presented for review and the channels used for feedback (i.e. uploaded on corporate website? Collaborative online software where all feedback is captured?).

**Detailed Work Plan (50 points)**

Please detail your proposed work plan including major milestones (please reference the tasks referenced in Section 1.4 and anticipated timeline in Annex F).

**Past Performance/Experience (20 points)**

Please list your most recent relevant video production work including client name, video summary, target audience, and year (only include work within the last 5 years). For each video, please provide a web link where the content can be viewed.

Describe your experience working in insecure conflict-prone contexts, managing teams in multiple countries, and developing/editing content across language barriers.

**Annex D – Cost Proposal**

The table below contains the technical requirements of the requested services. Offerors are requested to provide quotations containing the information below on official letterhead or official quotation format. In the event this is not possible, offerors may complete this Annex D and submit a signed/stamped version to CNFA.

Offerors may add additional line items as needed to present a comprehensive and detailed cost proposal.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Cost Item | Unit | Quantity | Unit Price(day/unit) | Days | Total Price | Notes |
| 1. **Personnel/labor**
 |  |  |  |  |  |  |
| Pre-production |  |  |  |  |  |  |
| Production  |  |  |  |  |  |  |
| Post-production  |  |  |  |  |  |  |
| 1. **Equipment**
 |  |  |  |  |  |  |
| 1. **Materials and supplies**
 |  |  |  |  |  |  |
| 1. **Services**
 |  |  |  |  |  |  |
| 1. **Travel**
 |  |  |  |  |  |  |
| 1. **Subcontractor**
 |  |  |  |  |  |  |
| Local videographer  |  |  |  |  |  |  |
| Interpreter/translator |  |  |  |  |  |  |
| **TOTAL BUDGET** |  |  |  |  |  |  |

**Annex E – CNFA Terms and Conditions**

**1 Ethical and Business Conduct Requirements:** CNFA is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit.

CNFA does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of CNFA are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, CNFA will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value or compensation to obtain business.

Offerors responding to this RFP must include the following as part of the proposal submission:

* Disclose any close, familial, or financial relationships with CNFA or project staff. For example, if an offeror’s cousin is employed by the project, the offeror must state this.
* Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror’s father owns a company that is submitting another proposal, the offeror must state this.
* Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
* Certify that all information in the proposal and all supporting documentation are authentic and accurate.
* Certify understanding and agreement to CNFA’s prohibitions against fraud, bribery and kickbacks.

Please contact Ashley Herron (aherron@cnfa.org) with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to CNFA at to FraudHotline@cnfa.org.

**2 Terms and Conditions**: This solicitation is subject to CNFA’s standard terms and conditions. Any resultant award will be governed by these terms and conditions; a copy of the full terms and conditions is available upon request. Please note the following terms and conditions will apply:

1. CNFA’s standard payment terms are net 30 days after receipt and acceptance of any commodities or deliverables. Payment will only be issued to the entity submitting the offer in response to this RFP and identified in the resulting award; payment will not be issued to a third party.
2. No commodities or services may be supplied that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.
3. Any international air or ocean transportation or shipping carried out under any award resulting from this RFP must take place on U.S.-flag carriers/vessels.
4. United States law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. The supplier under any award resulting from this RFP must ensure compliance with these laws.
5. United States law prohibits engaging in any activities related to Trafficking in Persons. The supplier under any award resulting from this RFP must ensure compliance with these laws.
6. The title to any goods supplied under any award resulting from this RFP shall pass to CNFA following delivery and acceptance of the goods by CNFA. Risk of loss, injury, or destruction of the goods shall be borne by the offeror until title passes to CNFA.

**3 Disclaimers:** This is a Request for Proposals only. Issuance of this RFP does not in any way obligate CNFA, the REGIS-AG Project, or USAID to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer. In addition:

1. CNFA may cancel RFP and not award;
2. CNFA may reject any or all responses received;
3. Issuance of RFP does not constitute award commitment by CNFA;
4. CNFA reserves the right to disqualify any offer based on offeror failure to follow RFP instructions;
5. CNFA will not compensate offerors for response to RFP;
6. CNFA reserves the right to issue award based on initial evaluation of offers without further discussion;
7. CNFA may negotiate with short-listed offerors for their best and final offer;
8. CNFA reserves the right to order additional quantities or units with the selected offeror;
9. CNFA may reissue the solicitation or issue formal amendments revising the original RFP specifications and evaluation criteria before or after receipt of proposals;
10. CNFA may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the RFP;
11. CNFA may choose to award only part of the activities in the RFP, or issue multiple awards based on multiple RFP activities;
12. CNFA reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition;

In submitting a response to this RFP, offerors understand that USAID is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented – in writing with full explanations – to the REGIS-AG Project for consideration. USAID will not consider protests regarding procurements carried out by implementing partners. CNFA, at its sole discretion, will make a final decision on any protest for this procurement.

**4 Source/Nationality/Manufacture**: All goods and services offered in response to this RFP or supplied under any resulting award must meet **USAID Geographic Code 937** in accordance with the United States Code of Federal Regulations (CFR), [22 CFR §228](http://www.gpo.gov/fdsys/pkg/CFR-2012-title22-vol1/pdf/CFR-2012-title22-vol1-part228.pdf). The cooperating country for this RFP is Niger.

Offerors may not offer or supply any commodities or services that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.

**5 Taxes and VAT**: As an organization that is implementing a project on behalf of USAID, CNFA is exempt from being charged VAT, customs duty or fee, excise tax, road tax, or any other form of tax or tariff for goods and services purchased for USAID funded activities. As such, CNFA is exempt from being charged VAT, customs duty or fee, excise tax, road tax, and any other form of tax or tariff for goods and services purchased for USAID funded activities. As such, offerors agree to exclude VAT or any similar taxes or fees from its cost proposal.

**6 Eligibility**: By submitting an offer in response to this RFP, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. CNFA will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

**Annex F - Anticipated timeline (all videos)**

|  |  |
| --- | --- |
| Date  | Item  |
| June 26-July 7 | Launch RFP & submission period* RFP Release: **Wednesday, June 26**
* Questions due: **Sunday, June 30**
* Bidder’s Teleconference: **Monday, July 1**
* Submissions due: **Sunday, July 7**
 |
| July 7-17 | Evaluation of submissions, negotiation & contracting  |
| July 17-August 30  | Pre-production (July 17-26) | * Storyboard, script, interview questions draft- **due COB July 19**
* CNFA/REGIS-AG review of storyboard, script, interview questions draft 1- **due COB July 24**
* Storyboard, script, interview questions draft 2- **due COB July 26**
* CNFA/REGIS-AG review of storyboard, script, interview questions draft 2- **due COB July 27**
 |
| Production (July 27- August 4) | * Travel in Niger- **July 27**
* Film content & conduct interviews- **July 28-31**
* Travel in Niger- **August 1**
* If the selected offeror proposes to sub-contract a Nigerien video production firm or videographer, local firm or videographer transfers footage to Subcontractor- **August 2-4**
 |
| Post-production (August 5-30) | Phase 1: rough cut* Draft 1 of all videos- **due COB August 9**
* CNFA/REGIS-AG feedback od Draft 1- **due COB August 12**
* Draft 2 of all videos- **due COB August 14**
* CNFA/REGIS-AG & USAID feedback of Draft 2- **due COB August 16**

Phase 2: fine cut* Draft 1 of all videos- **due COB August 20**
* CNFA/REGIS-AG feedback od Draft 1- **due COB Aug 22**
* Draft 2 of all videos- **due COB August 26**
* CNFA/REGIS-AG & USAID feedback of Draft 2- **due COB August 28**

Phase 3: final cut* Finalize French language versions of all videos (04 videos)
* Create English language versions of all videos (04 videos)
* All eight (08) final videos- **due COB August 30**
 |

1. <https://pdf.usaid.gov/pdf_docs/PA00MFFC.pdf> [↑](#footnote-ref-1)