REQUEST FOR PROPOSAL

Date:  April 12, 2022
Subject: Request for Application for Videography and Photography Services

RFP Number:  1087-IMEM-2022
Offer Deadline:  5:00PM EST on May 1, 2022

Counterpart International (hereinafter Counterpart) is soliciting proposals for the supply of videographic services as described in this Request for Proposals (RFP). These services are required under the Integrated Marine Ecosystem Management (IMEM) by the issuing United States Agency for International Development (hereinafter USAID).

Firms invited by Counterpart (hereinafter “bidders or Offerors”) to submit offers (hereinafter “bids” or “offers”) for the services described in the attached supply schedules are under no obligation to do so. The Bidder shall bear all costs associated with the preparation and submission of the Proposal, Counterpart will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

This Request for Proposal includes the following sections:

I. Instructions to Bidders
II. Technical Specifications

All correspondence and/or inquiries regarding this RFP should be requested in accordance with the enclosed Instructions to Bidders (Section I, Clause 10, Clarifications).

The Instructions to Bidders (henceforth ITB) shall not form part of the bid or of the Vendor Contract. They are intended to aid bidders in the preparation of bids. For the purposes of interpretation of these ITB, unless otherwise stated, the number of days stated herein shall be consecutive calendar days.

Submission of bids should be completed in accordance with the enclosed instructions to Bidders (Section I, clause 11, Submission of Bids).
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SECTION I:  INSTRUCTIONS TO BIDDERS

1. Introduction

1.1 Request for Proposal (RFP) No. 1087-IMEM-2022, dated April 12, 2022: Counterpart, acting on behalf of IMEM, is hereby soliciting bids for the supply of comprehensive Videography and Photography Services as described in Section II of the ITB.

2. Eligible Source Countries for Goods and Services

2.1 All goods and services to be supplied under the Vendor Contract shall have their origin in countries listed under the USAID Geographical Code 937 and shall include the following:


2.2 A bidder will be considered ineligible if it has been suspended, debarred, or ineligible, as Indicated on (1) the “List of Parties Excluded from Federal Nonprocurement Programs” and/or (2) the “Consolidated Lists of Designated Nationals”.

3. Preparation of Bids

3.1 Bidders are expected to examine the specifications and all instructions contained in this RFP. Failure to do so shall be at the Bidder's risk.

3.2 The Bid prepared by the Bidder and all correspondence related to the Bid and exchanged by the Bidder and Counterpart shall be in English.

4. Contents of Bid

4.1 Submitted bids are required to consist of the following documents:

   Technical Proposal
   1. Organizational background showing evidence of prior performance in supplying Videography and Photography Services;
   2. Outline of proposed services, solutions, and team;
   3. Plan of action and implementation timetable to address the Specific Tasks under Section II
   4. CVs of proposed professional staff;

   Price Quote
   6. Price Quote – in Microsoft Excel, unlocked, and with formulas intact.

5. Format and Signing of Bid

5.1 The Bidder shall prepare one bid in two parts (technical and price quote) with all the required sections of the proposal typed or written in legible ink and shall be signed by a person duly authorized to bind the Bidder.
6. **Price Quote**

6.1 Bidders shall prepare a price quote in a workable Microsoft Excel document (unlocked with intact formulas) specifying the detailed cost breakdown and the total price of the services been offered in response to this RFP. The Bid shall clearly indicate that the prices shall be for the services whose technical specifications are described in Section II – Technical Specifications.

6.2 The Bidder shall indicate the unit price in USD for each service, the description, the quantity, and the total cost in USD of the Bid, which will comprise the total price of the Bid. If there is any discrepancy between the unit price and the total amount, the unit price shall be considered as correct and the total amount adjusted accordingly. It shall be assumed that the Bidder is not bidding on any item for which a unit price or total amount is not indicated.

7. **Statement of Qualifications**

7.1 The Bidder shall include in its bid evidence in support of its technical qualifications and ability to perform the Vendor Contract if its bid is accepted. This shall consist of: references to successful prior projects of a similar nature are of key importance. These references should include contact names, e-mail addresses, and telephone numbers of persons who can be contacted regarding the Bidder's prior performance.

8. **Bid Validity Period**

8.1 Bids shall remain valid until **June 30, 2022** which is sixty (60) days after the offer deadline. A bid valid for a shorter period shall be rejected as non-responsive.

9. **Deadline and Late Bids**

9.1 It is the Bidder’s sole responsibility to ensure that bids are received by Counterpart on or before the Offer Deadline of **May 1, 2022 at 5:00 PM EST**. Electronic submissions are strongly encouraged. Faxed bids will not be accepted.

9.2 A Bid received after the deadline for submission of bids shall be rejected. Bidders will be held responsible for ensuring that their bids are received in accordance with the instructions stated herein and a late bid will not be considered even though it became late as a result of circumstances beyond the Bidder’s control. A late bid will be considered only if the sole cause of its becoming a late bid was attributable to Counterpart, its employees or agents.

10. **Clarification of Bidding Documents**

10.1 Clarifications may be requested in writing not later than five (5) business days prior to the Offer Deadline. The contact for requesting clarifications is:

   **Zane Tumia, Senior Program Officer**
   ztumia@counterpart.org

11. **Submission of Bids**

11.1 Only electronic submissions will be accepted. All bids with technical and price schedule must be received by **May 1, 2022 at 5:00 PM EST** by Zane Tumia, Senior Program Officer, ztumia@counterpart.org.
11.2 Ensuring successful transmission and receipt of the bids is the responsibility of the Bidder. It is recommended that no e-mail exceed the size of 10 MB, inclusive of attachments.

12. **Amendment of Bidding Documents**

12.1 Counterpart may at its discretion, for any reason, whether at its own initiative or in response to a clarification by a Bidder, modify bidding documents by amendment. All prospective Bidders that have received bidding documents will be notified of the amendment by e-mail and such amendments will be binding on them.

13. **Modification of Bids**

13.1 Any Bidder has the right to withdraw, modify, or correct its bid after it has been delivered to Counterpart, provided the request for such a withdrawal, modification, or correction together with full details of such modification or correction is received by Counterpart at the submission contact point given above before the time set for opening bids. Counterpart may ask any Bidder for a clarification of its bid; nevertheless, no Bidder will be permitted to alter its Bid Price or make any other material modification after the deadline unless the RFP has been amended or the deadline extended. Clarifications which do not change the Bid Price or other material aspects of the bid may be accepted.

14. **Criteria for Award and Evaluation**

14.1 Subject to Clause 15, Counterpart will award the Vendor Contract to that Bidder whose proposal is deemed acceptable and which offers the best value based upon the evaluation criteria in Section II – Technical Specifications – Evaluation Criteria. In order for a bid to be deemed acceptable, it must comply with all the terms and conditions of the RFP without material modification. A material modification is one which affects the price, quantity, quality, delivery or installation date of the equipment or materials or which limits in any way any responsibilities, duties, or liabilities of the bidders or any rights of Counterpart. In addition, the successful bidder must be determined to be responsible. A responsible bidder is one who has the technical expertise, management capability, workload capacity, and financial resources to perform the work. Counterpart may, at its option, reject all bids.

15. **Counterpart’s Right to Accept Any Bid and to Reject Any or All Bids**

15.1 Counterpart will reject any bid that is nonresponsive. Further, Counterpart reserves the right to waive any minor informalities in the bids received if it appears in Counterpart’s best interests to do so, to reject the bid of any bidder if, in Counterpart’s judgment, the bidder is not fully qualified to provide the services as specified in the Vendor Contract, or to reject all bids.

16. **Notification of Award**

16.1 Before the expiration of the period of bid validity, Counterpart will notify the successful Bidder in writing that its bid has been accepted.

16.2 Upon the successful Bidder acknowledging receipt of the Notification of Award, Counterpart will promptly notify each unsuccessful Bidder, the name of the successful Bidder and that their bids were rejected. If after notification of award, a Bidder wishes to ascertain the grounds on which its bid was not selected, it should address its request to Counterpart in writing.
17. **Acceptance of Privacy Policy and Terms and Conditions**

By Submitting quotation/proposal to Counterpart International, The company or the individual consents to Counterpart’s privacy policy terms and conditions ([https://www.counterpart.org/terms-and-conditions/](https://www.counterpart.org/terms-and-conditions/)), and provides Counterpart International permission to process the company’s or individual’s personal data specifically for the performance of, and purposes identified in, this solicitation document and in compliance with Counterpart’s legal obligations under applicable United States and European Union laws, data protection and regulations and any other applicable legal requirements. The company/Individual may withdraw their consent at any time by contacting privacy@counterpart.org. If consent is withdrawn, Counterpart reserve’s the right to accept or reject the offer.
SECTION II – TECHNICAL SPECIFICATIONS

1. General Background

The scope of services provided by the recipient/contractor will primarily include:

1. Pre-production – Following a kick-off meeting with the DC and DR teams, the awardee will work closely with the DC team to develop the storyboard, production schedule, and post-production timeline.

2. Production of a 5-minute video highlighting the project’s achievements.

3. Post-production – This phase includes editing of raw file, ensuring proper branding, adding titles, animated graphics, titles and affiliations of speakers, and a transcript. For people speaking in Spanish, subtitles will be required.

These services will be implemented over a 12-week period from May 2, 2022 through July 15, 2022.

2. Objective of the Assignment

From 2019 to 2022, IMEM has sought to improve the management and conservation of marine ecosystems on the Northern coast of Haiti and the Dominican Republic, while minimizing economic and cultural disruption to the communities that depend on those ecosystems. IMEM works with community stakeholders to build capacity in Marine Protect Area (MPA) governance so that activities and ecosystems management programs are implemented in compliance with existing laws and regulations.

The objective of this assignment is to capture the achievements of the project via interviews with key stakeholders and staff. As the project ends in August, IMEM seeks a video production company to produce a video and capture photographs to highlight how the project improved the management and conservation efforts of the ecosystem in the Dominican Republic. To support this endeavor, the Bidder will shoot 100-200 photos and produce a 5-minute video and 5 30-second clips for social media. The video will include filmed interviews of a participant in a marine protected area and Santo Domingo. For example:

- A locale situated in the Mangrove Estero Balsa National Park, DR
- An office of the Ministry of Environment, Santo Domingo, DR
- An office at the USAID Mission, Santo Domingo DR
- An office of the project director in Santo Domingo, DR

The video and photographs will be viewed on Counterpart’s website and at the end-of-project event in a conference room in Santo Domingo. The video will also be shared with stakeholders in the Dominican Republic and United States.

The video will be produced in accordance with the project’s graphic standards and the branding and marking plan.
3. **Scope of Work**

The bidder is anticipated to provide the following core services/tasks:

1. **Pre-Production:** The Bidder will work closely with the IMEM and DC teams to identify content and plan the design of finished videos. This will include:
   a. Holding a kick-off meeting between DC team and videographer and producer to agree on concept and logistics
   b. Scripting and story board
   c. Creating a production schedule
   d. Reviewing interview questions for narration

2. **Production:** The Bidder will plan and manage recording of relevant content with identified participants. This will include:
   a. Planning and managing on location recording of video and audio content
   b. Conducting and filming interviews
   c. Filming B roll
   d. Designing text and motion graphics, as needed

3. **Post-Production:** The Bidder will manage post-production and video editing to ensure that the finished products meet identified needs. This will include:
   a. Rough cut using Fram.io software (preferred) or timestamped transcription of all interview content
   b. Management of the review and feedback process for all rough cuts (2-3 versions)
   c. Development and verification of sub-titles in Spanish and other infographics as needed
   d. Include a sound track with background music
   e. Animated graphic, if necessary
   f. Delivery of final video file, in format specified by IMEM platform requirements with approved branding. Formats include Quick Time and AI.

**Final approval**
Before the video is finalized, the videographer will obtain approval from the IMEM Program Manager and Counterpart’s senior director of communications.

**Photography**
The Bidder will capture specific types of images in Santo Domingo and Mangrove Estero Balsa National Park, Cayos Siete Hermanos Wildlife Refuge and El Morro National Park, Dominican Republic. The photographer will shoot on location for two or more days, coinciding with the video shoot, and then complete post-production work within one week. Below is a list of the images required. Include captions with location and names/type of subject, and obtain release forms when necessary. Counterpart will provide the photo release forms.

**List of Images Required:**
- Dominican Republic landscape/scenery, city life, including people eating seafood at a restaurant
- Photos of Dominicans in everyday life
- Rice farmers farming
- Young fishermen
- Portrait of a farmer shaking hands with a local partner
- Government official surveying an ecosystem
5. **Assignment Duration, Place of Performance, and Other Conditions.**

The Bidder will provide a video production team with a camera person to shoot the footage and someone to manage interviews and ask questions based on agreed-upon script. The IMEM team will provide the names of the individuals to be interviewed, the interview questions, and the address of the offices where the interviews will take place. The videographer will be responsible for transportation and per diem costs.

6. **Staff Structure.**

The Bidder should include in its offer a structure of the team to carry out the scope of work, for example, a creative director, production manager, editor, and camera operator. The Bidder should include in this section CVs and biographical information for each team member.

7. **Expected Results, Deliverables**

Completion of a high quality video that tells a compelling story of the achievements of IMEM, five 30-second clips, and high resolution photos.
- Video production schedule
- Video footage with Fram.io software or timestamped transcripts
- Rough cut of video
- Final video with sub-titles as MP4 file
- 30-second or less video clips
- 100-200 high resolution (1600x1200 pixels or higher) images in easily sharable digital format and on physical external drive
- Signed consent forms
- Photo caption sheet with narrative caption, location, and date

8. **Evaluation Criteria.**

Bidders will be evaluated based on their ability to respond to the methodology, core services, and specific tasks. See Section I, 16.2 for evaluation criteria and priority rank.

Within the technical response (Section I, 16.2, b – e), Bidders should include information which will allow Counterpart to adequately assess the following:

1. Technical approach - a narrative describing how the scope of work will be implemented and the desired outcomes accomplished.

2. Personnel - the Bidder will propose personnel who will be responsible for carrying out various aspects of this contract and provide CVs of the proposed team.

3. Capability Statement - the firm's experience and past performance with 3 references.
9. **Method of payment.**

Upon producing appropriate and compliant invoices, Counterpart will process payments electronically via banking particulars specified in the contract. All deliverables must be approved by Counterpart prior to payment. Payment will be based on the following deliverables:

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<thead>
<tr>
<th>Deliverable</th>
<th>Payment</th>
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<tbody>
<tr>
<td>Kick-off meeting, storyboard, and video production schedule</td>
<td>25%</td>
</tr>
<tr>
<td>Rough cut with Fram.io software or timestamped transcripts</td>
<td>25%</td>
</tr>
<tr>
<td>Final video with sub-titles as MP4 file and video clips</td>
<td>25%</td>
</tr>
<tr>
<td>100-200 high resolution (1600x1200 pixels or higher) images in easily sharable digital format and on physical external drive with signed consent forms and meta data detailing the subject and location</td>
<td>25%</td>
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<td><strong>100%</strong></td>
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