**REQUEST FOR PROPOSALS**

**USAID JORDAN LOCAL ENTERPRISE SUPPORT PROJECT (LENS)**

**RFP10262017 - FILMING AND PRODUCTION OF SHORT VIDEO**

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| **RFP Date of Issuance:** | **October 26th, 2017** |
| **Due Date for Questions:** | * **October 31st, 2017** Submission of questions or requests for clarification in writing via email to [**RFP@jordanlens.org**](mailto:RFP@jordanlens.org)by **15:00 Hours local time in Jordan** * Please note that inquiries and answers to inquiries will be shared with all registered Bidders. * Please do not contact any USAID Jordan LENS or NMB employees regarding this RFP. **Contacting individual employees shall be cause for disqualification.** * **NO TELEPHONE INQUIRIES WILL BE ANSWERED.** |
| **Answers to be shared:** | **November 2nd, 2017**  Questions received and Answers will be published on the project website, under the solicitation link by 17:00 Hours local time in Jordan on the specified date:  <http://jordanlens.org/work-with-us/solicitations> |
| **Deadline for Proposals:** | **November 12th, 2017** Proposals (including technical proposal and budget) are due by **15:00 Hours local time in Jordan** via email to[**RFP@jordanlens.org**](mailto:RFP@jordanlens.org). Emailed submissions must contain the subject: “RFP10262017 - Filming and Production of Short Video” |
| **Anticipated Start Date:** | **November 2017** |

# PURPOSE STATEMENT

The purpose of this Request for Proposal (RFP) is to solicit proposals from film and media production companies and/or freelancers describing their ability to film and produce a short 3-7-minute video about scuba diving and marine life in Aqaba. This RFP is issued as a public notice to ensure that all interested, qualified, and eligible local and international organizations have a fair opportunity to submit proposals.

The video should highlight the beauty of scuba diving in Aqaba and will showcase its exceptional marine environment. The video could also emphasize on nontraditional touristic activities, which could include cultural engagement with local communities and experiential tourism. In order to make this possible, the Aqaba Diving Association (ADA) will work very closely with the Bidder to produce the video, compiling existing dive clips from Aqaba, videos and segments from licensed and approved entities in order to build a video capturing the very best image of scuba diving in Jordan, in partnership with the Jordan Tourism Board.

This video will be used as a major marketing tool to promote scuba diving as an activity as well as the marine life in Aqaba, on a local, regional and international level.

The USAID LENS Project anticipates awarding a fixed price contract for the implementation of this activity with an estimated cost not exceeding **JD 10,000 ($14,089.48).** Revealing the estimated cost ceiling does not mean Bidders should necessarily strive to meet this maximum amount. Bidders must propose costs they believe are realistic and reasonable for the work.

# PROGRAM BACKGROUND

The USAID Jordan Local Enterprise Support Project (USAID LENS) is a five-year project funded by the United States Agency for International Development (USAID), Award No. AID-278-LA-14-00001, to encourage the long-term sustainable economic growth of underserved Jordanian communities.

USAID LENS focuses on several sectors, one of which is tourism, and adventure tourism. According to the Adventure Travel Development Index report[[1]](#footnote-1), adventure tourism, valued at $263 billion, is one of the fastest growing sectors of tourism in the world; it attracts high value customers, supports local economies, and encourages sustainable practices.[[2]](#footnote-2) While adventure tourism exists in Jordan, the country has not yet realized or met its full potential, with many challenges acting as barriers to socio-economic growth in the Jordanian adventure tourism industry.

Scuba diving is a major subsector in adventure tourism which USAID LENS is supporting by working with the Aqaba Diving Association and its member dive centers. One of these efforts include marketing support to highlight scuba diving in Jordan, which this video will set out to achieve.

# SCOPE OF WORK/TASKS/ACTIVITIES

The Bidder will be responsible for the following tasks:

1. **Storyboard:**

The Bidder is expected to include minimum one storyboard or concept in this proposal, in order to present a vision of how the video will be carried out, in terms of style, shots, and theme. The awarded Bidder (referred to as the Contractor) will work closely with USAID LENS and the Aqaba Diving Association (ADA) members to develop the final storyboard for the video before filming. The video is expected to have a cinematic theme that portrays the beauty of marine life in Aqaba. The idea is to highlight scuba diving and to transfer the audience to the underwater world and allow them to visually experience scuba diving and more broadly, tourism in Jordan. USAID LENS with the cooperation of the ADA must give final approval on the storyboard before filming commences.

1. **Topics:**

Although the Contractor will be filming underwater footage, the Contractor will also be using existing footage taken by the professional dive instructors in Aqaba (subject to USAID LENS approval) and other relevant, permitting organizations or individuals in Jordan in order to make the best use of all available footage.

The video should cover the following:

* Scuba diving process (such as using gear, at the dive center, on the boat)
* Underwater footage (highlighting the marine life, main sites and wrecks)
* Highlighting Aqaba as a regional destination to experience diving, learn and receive internationally recognized diving licenses.
* Interactions with local community members, highlighting learning experiences
* Wadi Rum and Petra as complementary tourism activities, and/or canyoneering or hiking experiences to highlight other opportunities in the south of Jordan, around Aqaba.

1. **Filming**

The Contractor must handle all filming, including crew, cast, and high quality HD film equipment to be used underwater. In the proposal, the Bidder must also include a tentative filming schedule that details the required number of days of filming, the equipment (details of the type of cameras required), tentative locations and the names and CVs of the filming crew and team that will work on this video.

The Bidder is allowed to outsource underwater photographers/videographers with the required diving licenses to carry out the underwater photographers.

Samples of anticipated examples of other videos:

<https://www.youtube.com/watch?v=mcbHKAWIk3I> (similar filming quality)

<https://www.youtube.com/watch?v=bNucJgetMjE> (similar filming quality)

1. **Editing and Post Production**

The contractor will edit and produce the film taking into consideration the following:

* Use of royalty free music, or music which the firm has a commercial license to use
* Use of voiceover: The Bidder must propose several English voiceover samples (male and female) and USAID LENS will make the final choice. Voiceover will not be used for the entire video.
* Use of text and graphics: Where appropriate, the Contractor must utilize graphics on screen such as the title of the video, location or activity in the video.
* Use of animation: If needed, the Contractor must utilize simple animation to illustrate a concept or explanation of a process.
* Branding: The Contractor must abide by USAID branding in the production of the video, including showing the USAID logo at the end of the video in addition to showing a disclaimer which will be provided by USAID LENS.
* The film duration is not to exceed 7 minutes, but no less than 3 minutes.

1. **Delivery**

The contractor must deliver the final product in a high-resolution, digital (compressed for internet purposes) and hard copy (DVD) format on or before January 11th, 2017

# DELIVERABLES

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| **No.** | **Deliverables** | **Due date** |
| 1 | Delivery of implementation strategy with specific timeline | 1 week upon signing of award |
| 2 | Submission of draft storyboard, concept and script | 1 week upon signing of award |
| 3 | Session with USAID LENS, ADA to present the storyboard and receive existing underwater footage to be potentially used in the video | 10 days upon signing of award |
| 4 | Submit final storyboard, concept and script for USAID approval | 2 weeks upon signing of award |
| 5 | Filming on location | 3 weeks upon signing of award |
| 6 | Submission of first draft of video after editing and Post Production | 5 weeks upon signing of award |
| 7 | Submission of final draft of video for USAID approval | 6 weeks upon signing of award |
| 8 | Delivery of final product on DVD and digital format | 7 weeks upon signing of award |

# SUBMISSION INSTRUCTIONS

This section contains general and specific requirements for submitting the technical and cost proposals. Please ensure the following forms are completed and submitted with your proposal:

* **Evidence of Responsibility and Independent Price Determination (Attachment A)**
* **Copy of your legal registration.**

Failure to submit these forms will result in disqualification from consideration.

1. This RFP is open to all qualified, interested firms and organizations registered in Jordan and international firms. The lead staff involved in this activity and those communicating with USAID LENS must be fluent in both English and Arabic. If the Bidder includes a group of firms and/or subcontractors, one lead organization or firm must be clearly identified and is responsible for handling all reporting and coordination with USAID Jordan LENS. The Bidder must also propose a Project Manager that serves as the primary Point of Contact (POC) for USAID LENS.
2. The Bidder is requested to submit a proposal directly responsive to the tasks, terms, and conditions of this RFP. The overall proposal shall consist of two (2) physically separated parts: Technical Proposal and Cost Proposal. Technical Proposals shall not make reference to cost or pricing details.

### Alternative proposals will not be considered. Proposals not conforming to this solicitation may be categorized as unacceptable and eliminated from further consideration.

### Bidders are allowed to submit one proposal. If a Bidder participates in more than one proposal, all proposals involving the Bidder will be rejected.

### Proposals shall be written in English. Cost proposals shall be presented in Jordan Dinar.

### Proposals must remain valid for a minimum of **sixty (60) days**. The Bidder may submit its proposal by the following means:

* Electronically - Internet email attachments compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment to: [RFP@jordanLENS.org](mailto:RFP@jordanLENS.org).

1. The person signing the Bidder’s proposal must have the authority to commit the Bidder to all the provisions of the Bidder’s proposal.
2. The Bidder shall submit its best proposal initially as FHI 360 intends to evaluate proposals and make an award without discussions. However, FHI 360 reserves the right to conduct discussions should FHI 360 deem it necessary.
3. Proposals must be clearly and concisely written and must describe and define the Bidder’s understanding and compliance with the requirements contained in the STATEMENT OF WORK/TASKS/ACTIVITIES. All pages must be sequentially numbered and identified with the name of the Bidder and the RFP number.

**PART A: TECHNICAL PROPOSAL**

The Technical Proposal shall be straightforward and concise describing how the Bidder intends to carry out and satisfy the TASKS/ACTIVITIES described above. No cost or pricing information is to be included in the technical proposal.

*Technical proposals are* ***limited to 15 pages*** *in total,* ***not including:*** *The Organizational Information, CVs of proposed personnel, and portfolio of examples of previous work Annex described in the next paragraph below.* Pages in the Technical Proposal in excess of 15 pages will not be read or evaluated.

Items such as graphs, charts, tables may be used as appropriate but will be considered part of the page limitation. Key personnel resumes, dividers, and past performance report forms are not included in the page limitation.

The technical proposal shall be formatted using the following sections:

1. **Organizational Information (not part of page limit):**

* Organization’s legal name
* Contact name and position or title
* Organization’s E-mail address, physical address and telephone number
* Evidence of Responsibility and Independent Price Certification Form (includes confirmation that firm is a USAID-designated Geo Code 937 country – meaning Jordan, the US, and other developing countries)-Attachment A

1. **Technical Approach– Narrative not to exceed five (5) pages.**

The Bidder shall demonstrate its understanding, ability and overall approach to performing the requirements described in the Scope of Work/Tasks/Activities. The Bidder shall clearly explain how it proposes to structure, design, manage and execute the work required. The Technical Approach must include a timeline or Gantt chart of the deliverables required to execute this event. In addition, the Bidder must also identify specific outsourced vendors for production and post-production services if needed.

1. **Capability Statement - Narrative – not to exceed two (2) pages.**

The Bidder shall demonstrate its specialized competence with regards to the requirements of the tasks/activities. The Bidder shall demonstrate it has the necessary organizational systems, vendors, marketing, design, and personnel to successfully comply with the contract requirements and accomplish the deliverables. Do not reference past performance examples. Instead provide an overview of the firm’s experience in similar work.

1. **Past Performance – Narrative not to exceed five (5) pages.**

The Bidder shall provide at least three (3) examples of similar videos produced by the Bidder. The past performance examples must be within the last three (3) years and shall be similar in terms of the scale, design, and marketing aspects. The Bidder must provide references for each example, including the name, title, phone number and email address of the reference so we may contact them. Please use attachment E.

1. **Personnel/Staffing – A narrative not to exceed three (3) pages.**

A summary describing the proposed staff for this project. The summary shall include names, relevant qualifications of similar experience and the proposed role for each individual. A Project Manager must be identified with a minimum of five years’ experience in film production. The Bidder must also include the CVs of key staff members involved in the Project. Each CV should not exceed three (3) pages. Note: CVs do not count towards the 15-page proposal limitation.

***ANNEX: Bidders are encouraged to send a DVD compilation of samples of previous similar work. Alternatively, they may also send a write-up of links to previous work that is available on their YouTube or equivalent media channel with a brief description of each video and when/where it was filmed. This annex should not exceed 5 pages.***

**PART B: COST PROPOSAL**

The Bidder shall propose realistic and reasonable costs for this work in accordance with the Bidder’s technical approach. The Bidder shall provide a complete budget based on cost elements described below using (***Attachment B) - Budget Template***.

The detailed cost proposal for **implementing the work shall be broken down by task area** and includes the following:

* 1. Proposed unloaded staff, rates, number of days needed to accomplish the work.
  2. Fringe rates for which the organization or firm has an established, written policy.
  3. Costs of local travel, detailed with # of trips, estimated mileage.
  4. If per diem is budgeted, it shall be based on the organization’s internal written policy and in compliance with USAID and USG Per Diem policy.
  5. Cost of supplies and other direct costs not captured above.
  6. Costs of management and set up
  7. Vendors and costs for equipment and supplies
  8. **No Indirect Cost will be accepted**

A concise description and justifications for each line item must be included in the Budget Narrative (Attachment C)

**Please note that no international travel will be funded through this award so all Bidders must propose staff based in Jordan.**

The budget narrative shall be presented in such a way to succinctly and sufficiently explain each cost from the proposed budget so FHI 360 may review the proposed budget for reasonableness, allocability and allowability. (***Please use Attachment C – Budget Narrative Template.)***

Biodata forms (use Attachment D) must be completed for proposed personnel.

All projected costs must be in accordance with the organization’s standard practices and policies.

Offers including budget information determined to be unreasonable, incomplete, unnecessary for the completion of the proposed project or based on a methodology that is not adequately supported, may be deemed unacceptable.

Additional Guidelines:

1. Cost proposals shall be presented in Jordan Dinar.
2. Offer must indicate the inclusion/exclusion of any applicable taxes such as VAT.
3. Staff rates should be based on hourly or daily rates
4. Other Direct Costs – Itemize and provide complete details of other direct costs, including unit prices that may be incurred as aligned to the categories noted above.

# EVALUATION CRITERIA

This solicitation is open to Jordanian firms and international firms registered in Jordan specializing in film production. Proposed key staff, including the Project Manager, must be fluent in English and Arabic. The selected Contractor will be responsible for designing and executing all activities outlined in this Request for Proposal in cooperation with USAID Jordan LENS.

Proposals will be evaluated based on a Trade-Off Methodology assessing non-cost and cost factors. In order for proposals to be evaluated for technical merit, proposals must meet the mandatory requirements as follows:

* Must be legally registered to do business; Bidder must provide a copy of registration document
* Submitted the Evidence of Responsibility and Independent Price Determination
* Nationality of Bidder meets USAID Geographical Code 937 requirement.
* Technical proposal is within the page limit established

Proposals meeting the mandatory requirements will be then evaluated for technical merit based on criteria in the below chart. Those proposals scoring 65 points or higher (out of 80 points) will be considered for cost effectiveness.

The Cost Evaluation, worth 20 points, will include a cost comparison to other Bidders, cost reasonableness (noting that low offers may be deemed unrealistic or unreasonable to accomplish the intended results of this RFP), and sufficient explanation of budget items and notes.

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| **Section** | **Description** | **Max Points** |
| **Technical Approach** | * Proposed storyboard and creative concept of the video * Filming schedule (timeline or Gantt chart) within the requested deliverables table * Suggested approach to filming the video * List of main filming equipment that will be used, with their specifications * Identify specific vendors (or in-house services) for production and post-production services that the Bidder may use for the purpose of this film, including voiceovers, animation and music. | **40** |
| **Capability Statement** | * Demonstration of the necessary organizational systems, vendors, marketing, design, and personnel to successfully comply with the contract requirements and accomplish the expected results. | **10** |
| **Past**  **Performance** | * Inclusion of at least 3 relevant past performance examples of similar events in Jordan or the region. * References provided by past clients for these examples and their evaluation of the Bidder’s ability to deliver on time and within quality and budget expectations. | **20** |
| **Personnel/**  **Staffing** | * Qualifications and past relevant experience of the personnel in charge of executing the video, including the team leader. | **10** |
| **Technical Evaluation Threshold** | ***Only offers that receive a technical evaluation score above 65 points (out of 80) will be considered for cost evaluation.*** | **80** |
| **Cost Evaluation** | * Details and clarity of the actual costs proposed. * Comparison of the Bidder’s cost to other Bidders for Cost Evaluation * Cost Realism to consider whether the proposed costs and human and other resources are sufficient to effectively carry out the stated tasks * Please use the attached Cost Template to prepare the budget. | **20** |
| **Total Points** |  | **100** |

**COMPETITIVE RANGE** – If FHI 360 determines that discussions are necessary, FHI 360 may establish a Competitive Range composed of only the most highly rated proposals. FHI 360 may exclude an offer from the competitive range if it is so deficient that it does not meet the requirements of this RFP, and/or if the price is so unreasonable that the Bidder would not be able to complete the work for that price. FHI 360 may exclude an offer that would require extensive discussions, a complete re-write, or major revisions such as to allow a Bidder unfair advantage over those more competitive offers.

**Oral presentations:**

Following the technical and cost evaluation, the selection committee reserves the right to require shortlisted applicants to present key parts of their submitted applications to the committee. Based on those presentations, the selection committee will make the final decision.

The Offer that scores the highest will be determined the most responsive to the RFP and the project needs.

FHI 360 reserves the right to award one or more contracts under this RFP on the basis of initial offers without discussions or without establishing a competitive range.

***NOTE:*** *FHI 360 will not compensate the company for its presentation of response to this RFP nor is the issuing of this RFP a guarantee that FHI 360 will award a contract.*

# GENERAL TERMS AND CONDITIONS

1. Any proposal received in response to this solicitation will be reviewed **strictly** as submitted and in accordance with Section VI, Evaluation Criteria.
2. EXECUTIVE ORDER 13224 ON TERRORIST FINANCING

Bidders are informed that FHI 360 complies with U.S. Sanctions and Embargo Laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit transactions with persons or entities that commit, threaten to commit or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. FHI 360 shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible.

Firms or individuals that are included on the Excluded Parties List System ([www.epls.gov](http://www.epls.gov/)) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFP.

1. CONTRACT MECHANISM

FHI 360 anticipates to award a fixed price contract to the Bidder whose proposal will be evaluated based on the evaluation criteria described previously.

1. WITHDRAWALS OF PROPOSALS

Bidders may withdraw proposals by written notice via email received at any time before award. Proposals may be withdrawn in person by an Bidder or his/her authorized representative if the representative’s identity is made known and if the representative signs a receipt for the proposal before award.

1. RIGHT TO SELECT/REJECT

FHI 360 reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. FHI 360 also reserves the right to reject any or all proposals received without explanation.

1. DISCLAIMER

This RFP represents only a definition of requirements. It is merely an invitation for submission of proposals and does not legally obligate FHI 360 to accept any of the submitted proposals in whole or in part, nor is FHI 360 obligated to select the lowest priced proposal. FHI 360 reserves the right to negotiate with any or all firms, but with respect to price, costs and/or scope of services. FHI 360 has no contractual obligations with any firms based upon issuance of this RFP. It is not an offer to contract. Only the execution of a written contract shall obligate FHI 360 in accordance with the terms and conditions contained in such contract.

1. REQUEST FOR PROPOSAL FIRM GUARANTEE

All information submitted in connection with this RFP will be valid for 60 (sixty) days from the RFP due date. This includes, but is not limited to, cost, pricing, terms and conditions, service levels, and all other information. If your firm is awarded the contract, all information in the RFP and negotiation process is contractually binding.

1. OFFER VERIFICATION

FHI 360 may contact Bidders to confirm contact person, address, bid amount and that the bid was submitted for this solicitation.

1. FALSE STATEMENTS IN OFFER

Bidders must provide full, accurate and complete information as required by this solicitation and its attachments.

1. CONFLICT OF INTEREST

Bidders must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award in or outside of Jordan. Failure to provide full and open disclosure may result in FHI 360 having to reevaluate selection of a potential Bidder.

1. RESERVED RIGHTS

All RFP responses become the property of FHI 360, and FHI 360 reserves the right in its sole discretion to:

* To disqualify any offer based on Bidder failure to follow solicitation instructions.
* FHI 360 reserves the right to waive any deviations by Bidders from the requirements of this solicitation that in FHI 360’s opinion is considered not to be material defects requiring rejection or disqualification, or where such a waiver will promote increased competition.
* Extend the time for submission of all RFP responses after notification to all Bidders.
* Terminate or modify the RFP process at any time and reissue the RFP to whomever FHI 360 deems appropriate.
* FHI 360 reserves the right to issue an award based on the initial evaluation of Bidders without discussion.
* FHI 360 reserves the right to award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.
* FHI 360 will not compensate Bidders for preparation of their response to this RFP.
* Issuing this RFP is not a guarantee that FHI 360 will award a subcontract.
* FHI 360 may choose to award a subcontract to more than one Bidder for specific parts of the activities in the RFP.

# ATTACHMENTS

* Attachment A: Evidence of Responsibility and Independent Price Determination Form
* Attachment B: Budget Template
* Attachment C: Budget Narrative Template
* Attachment D: Biodata Form
* Attachment E: PPR template

**[END OF RFP]**

1. <http://cdn.adventuretravel.biz/wp-content/uploads/2015/04/ATDI-2015.pdf> [↑](#footnote-ref-1)
2. <https://medium.com/@USAIDLENS/experiential-tourism-the-hot-new-trend-that-can-revive-jordans-tourism-industry-f21edb31d8cc#.7j7makf2n> [↑](#footnote-ref-2)