# REQUEST FOR PROPOSAL (RFP)

**FOR THE:**

**PRODUCTION OF SHORT VIDEOS**

**February 22, 2022**

**RFP No.: 0011**

In issuing this RFP, KEC is not acting as an agent of USAID, and USAID will not be a party to any contract resulting from this RFP. Under no circumstances will KEC or USAID be liable for any costs incurred by those responding to this solicitation, nor shall KEC or USAID be liable for any anticipated outcome from the submission of a proposal in response to this solicitation. KEC also reserves the right to make no award under this solicitation if, at KEC sole discretion, KEC determines that the offers submitted do not satisfy KEC's needs.

## RFP SCHEDULE

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The key dates for this RFP process are shown below.

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| ***February 22, 2022*** | RFP released |
| ***February 25, 2022*** | Intent to respond e-mailed to asset@kec-ks.org |
| ***February 28, 2022*** | Submission of questions via e-mail to asset@kec-ks.org |
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| ***March 02, 2022*** | Response tosubmitted questions |
| ***March 08, 2022*** | Submission due by 15:00. Pristina time |

## BACKGROUND

KEC under the USAID After School Support for Teens (ASSET) Program is seeking a proposal from your organization for production of a set of video films.

This is an open competition.

## PURPOSE

The purpose of this service is production of a set of video films for the USAID ASSET Program, as specified in the Scope of Work (Sow).

## NATURE OF SERVICES – SCOPE OF WORK (SOW)

**Initiative:**

The purpose of the service is to create a set of short high-definition (HD) short video films, to serve as promotional material for the Program social media and as video archive of the results and successes of the USAID After School Support for Teens – ASSET Program. The target audience is the Kosovo youth, educators, local and central governments, and the general public.

**Program Background and Context:**

ASSET is a five-year initiative designed to benefit upper secondary schools in Kosovo, (serving grades 10-12). ASSET’s main objective is to develop employability and entrepreneurial skills in Youth, increase the likelihood of them making informed career choices, and increase their positive attitude towards the future. The Program’s motto is “Preparing Kosovo Youth for 21st Century Life and Work”. ASSET’s aims and activities are aligned with Kosovo’s Education Strategic Plan, its curriculum framework and its Core Curriculum for upper secondary schools, in particular the curriculum area of “Life and Work”.

ASSET includes the following three main activities

1. Developing Life and Work Competences

2. Careers and Entrepreneurial Education

3. Connecting Schools to Business and the Community

The After School Support for Teens Program is funded by USAID and implemented by Kosova Education Centre (KEC) in partnership with FHI 360 and Crimson Capital Corp.

**Background to the Videos:**

The USAID’s After School Support for Teens Program will end on June 6th 2022. The aim of the videos is to present to the target audience the impact of the Program by portraying some students and educators who benefited from different activities offered by the Program through out five past years.

**Activity Description:**

The USAID ASSET Program is looking for an independent producer/video production company able to produce short video films, with focus on the positive changes and the successes of the Program.

The short videos will be used for several purposes, namely:

1. promotion of program successes in social media platforms, such as Instagram and FB,
2. closeout ceremony and meetings with stakeholders, and
3. broadcast on TVs.

The responsibility of the producer will be to create videos as follow:

1. Ten to fifteen (10-15) short/one-minute videos, each portraying a different student and/or educator, involved in different Program activities. The Program is aiming at producing minimum 10 and maximum 15 of such videos, depending on availability of interviewees.
2. One (1) short video, 3-5 minutes long with animations, graphics and narration, presenting the Program results for each activity.

The videos should contain recordings of activities, interviews with students and educators, photographic stills of partner schools, statistics, etc.

USAID ASSET Program will make available to the video company footages and photographic stills obtained during the Program. The production company will be required to take other footage and stills within Kosovo, as required.

USAID ASSET Program will provide a basic storyboard for the video film and a member of staff to work with the production team to finalize the storyboard and act as liaison and adviser to the production team throughout the production process.

It is expected that the production team will work closely with USAID ASSET Program staff to ensure that it meets branding and other requirements. This will include initial discussions and periodic meetings with the ASSET Program team, and could include further meetings at the production company’s studio during the editing process.

Two versions of the final video films should be produced, one with subtitles in English language and the other with both, English and Serbian or English and Albanian, depending on the language of the interviewee. Following approval of the final version of the video films by the ASSET, the production company will deliver the video films in formats suitable for Web upload, social media platforms (Instagram, Twitter, Facebook), and TV broadcast.

All copyrights remain with USAID ASSET Program, and the USAID ASSET Program shall be accredited as the producer and owner of the videos.

The producer shall be responsible for the translation of the transcript into Albanian, English and Serbian as needed, and subtitles will be used after USAID ASSET Program has approved the translation.

The Program and USAID will approve and clear content of the first draft of the short video films, and the final version.

**Period of performance:** March – April 2022

The director of the video film will need to be open for suggestions and comments from USAID ASSET Program team and react appropriately on all key requirements during the editing process in order to deliver a quality final product. The following activities should be accomplished by the production team to achieve the proposed objectives:

1. Participate in meetings with ASSET’s Program Director, Communications Officer and other staff to:
   * Receive full briefing on the scope of work and overall task;
   * Finalize the storyline; and
   * Discuss drafts.

During these meeting the production team will be made aware of and provided with access to additional video and photographic material than can be used in the video films.

1. Interview and record statements by relevant individuals as required by the storyboard.
2. Film shots of schools and Program events within Kosovo to use as background footage within film.
3. Ensure all additional film and audio segments include appropriate releases from participants. Prepare the first draft of the video films, with narration in English and make available for the Program staff to review to determine if corrections are necessary.
4. Prepare an updated draft of the video film and make available for the Program staff to review to determine if corrections are necessary and attend a meeting to discuss additional suggestions and proposals for changes to the video films.
5. Obtain approval for the final version of the video films.
6. Prepare versions with subtitles required and have these approved by the ASSET Program.

**Schedule of Deliverables:**

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| **#** | **Description of deliverables** | **Schedule** |
| **1** | Submission and acceptance of the detailed story boards and work plan for the video production | March 14, 2022 |
| **2** | Delivery of ***first draft*** of the videos (batch of first 5-6 one-minute videos) | March 23, 2022 |
| **3** | Delivery of the ***final version*** of the first batch of videos | March 28, 2022 |
| **4** | Delivery of ***first draft*** of the videos (Second batch of one-minute videos) | April 04, 2022 |
| **5** | Delivery of the ***final version*** of the second batch of videos | April 10, 2022 |
| **6** | Delivery of the ***first draft*** of the 3-5 minutes video with narration | April 15, 2022 |
| **7** | Delivery of the ***final version*** of the 3-5 minutes video with narration | April 22, 2022 |

**Required qualifications and experience:**

* Company registered in Kosovo;
* Successful experience working with production of high-quality HD promotional videos[[1]](#footnote-1);
* Key experts for video and film editing with appropriate qualifications and five or more years of experience in video and film production[[2]](#footnote-2);
* Previous experience working with editing and creation of promotional videos[[3]](#footnote-3);
* Company must pass a terrorism and debarment search in both US government and United Nations database;
* Company must comply with USAID branding requirements (ASSET Program will provide guidance);

#### 4.3 Cost Proposal

Bidders are required to complete the Cost Proposal template provided below.

Cost proposal should include the fixed price for each video. Fixed price should include costs for all resources required for recording and editing the videos.

The cost proposal will be evaluated based on the criteria outlined in Section 6.1. The cost proposal must be in Euros.

|  |  |
| --- | --- |
| **Deliverable** | **\*Price per unit in EURO VAT excluded** |
| Ten to fifteen (10-15) short/one-minute videos, each portraying a different student and/or educator, involved in different Program activities. |  |
| One (1) short video, 3-5 minutes long with animations, graphics and narration, presenting the Program results for each activity |  |

5. GUIDELINES FOR PROPOSAL SUBMISSION

### 5.1 Intent of submission

By February 25, 2022, please email [asset@kec-ks.org](mailto:asset@kec-ks.org) confirming your intent to submit a response to this request. Only those who inform USAID ASSET of their intention to submit a proposal will receive responses to questions and modifications to the RFP, if any.

### 5.2 Withdrawals of Proposals

Vendors may withdraw their proposal without prejudice from consideration at any time prior to the awarding of the contract by sending an e-mail [asset@kec-ks.org](mailto:asset@kec-ks.org). KEC will not be responsible for errors or omissions in your proposal. You will be permitted to submit only one proposal. You may not revise submitted proposal after the deadline of 15:00 local time on March 08, 2022 After the deadline, revisions to your original submission will not be allowed except as requested by KEC.

### 5.3 RFP Responses

Completeness and consistency of responses in this RFP will be a major element in the vendor selection process. The RFP aims to help the vendors to provide consistent and comparable proposals. Proposals are requested from interested vendors desiring to provide services as specified in this document.

Your response must be received at ASSET offices in hard copies by 15:00 hours local time on March 08, 2022. Please provide your company name, contact person, title, telephone number and fax number of the person who should receive any updates and/or questions.

## 6. EVALUATION OF PROPOSALS

* 1. **Evaluation criteria**

KECwill determine the eligibility of each vendor submitting a proposal based on the criteria and provisions submitted.

The proposals will be evaluated as part of a best value determination for contract award.

The evaluation will be based on the following criteria:

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Comments** | **points** |
| Competitive pricing | Financial Proposal | 40 |
| Client samples and references | Samples and references of past similar work for USAID or other donor agencies supported by the appropriate documentation, such as project samples, letters of recommendations, etc. | 30 |
| Institutional Capacity | Experience of key personnel to be assigned to the project, and institutional capacity in delivering the required video films | 30 |
| **total:** |  | **100** |

The bidders should submit their initial proposal with the most favorable terms.

As part of the process of verifying offers, KEC reserves the right to call bidders to the ASSET Office for interview, or to meet bidders at their premises.

KEC reserves the right to make an award based on the initial submissions without further negotiation.

KEC also reserves the right to ask a bidder to make specific modifications to their proposal, as a condition for making the award.

KEC also reserves the right to make no award under this solicitation if, at KEC’s sole discretion, KEC determines that the proposals submitted do not satisfy KEC’s needs.

## 7. CLOSING DATE AND TIME, AND INSTRUCTION

All proposals must be submitted in written, dated and signed by an authorized representative. Proposals should be submitted hard copy to the ASSET office **no later than on March 08, 2022 at 15:00 local time.** Any proposals received after this date and time may not be accepted and shall be considered non-responsive.

Address for submission of proposals is the following:

**USAID After School Support for Teens**

**KOSOVA EDUCATION CENTER (KEC)  
Third Millennium School Compound**

**Qendresa Str., no.50, Matiçan**

**10000/Pristina, Kosovo**

Bidders are required to present the following documents with their offer:

* Company registered in Kosovo
* Offer price excluded from VAT and Customs
* Company must pass a terrorism and debarment search in both US government and United Nations database
* Company must comply with USAID branding requirements (ASSET will provide guidance)

No public bid opening session will be held.

The panel will evaluate the offers, based on the criteria set in table section 6.1. No cost incurred by the bidder in preparing and submitting the bids are reimbursable;

In addition, please include the Certification of Independent Price Determination (Annex 1) with the quote, as is shown at the end of this RFP. A template has been provided which Bidders are requested to review, sign and stamp, and submit with proposals.

Proposals submitted without the required information shall be considered incomplete and are subject to disqualification. KEC reserves the right to reject any incomplete proposal.

### Price availability and guarantee

The Bidder must be able to guarantee the price, availability of the supplies and offered terms for the whole duration of contract.**ANNEX 1 - CERTIFICATION OF INDEPENDENT PRICE DETERMINATION**

(a) The bidder certifies that--

1. The prices in this offer have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other bidder, including but not limited to subsidiaries or other entities in which bidder has any ownership or other interests, or any competitor relating to (i) those prices, (ii) the intention to submit an offer, or (iii) the methods or factors used to calculate the prices offered;
2. The prices in this offer have not been and will not be knowingly disclosed by the bidder, directly or indirectly, to any other bidder, including but not limited to subsidiaries or other entities in which bidder has any ownership or other interests, or any competitor before bid opening (in the case of a sealed bid solicitation) or contract award (in the case of a negotiated or competitive solicitation) unless otherwise required by law; and
3. No attempt has been made or will be made by the bidder to induce any other concern or individual to submit or not to submit an offer for the purpose of restricting competition or influencing the competitive environment.

(b) Each signature on the offer is considered to be a certification by the signatory that the signatory--

1. Is the person in the bidder's organization responsible for determining the prices being offered in this bid or proposal, and that the signatory has not participated and will not participate in any action contrary to subparagraphs (a)(1) through (a)(3) above; or

(i) Has been authorized, in writing, to act as agent for the principals of the bidder in certifying that those principals have not participated, and will not participate in any action contrary to subparagraphs (a)(1) through (a)(3) above;

1. As an authorized agent, does certify that the principals of the bidder have not participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) above; and
2. As an agent, has not personally participated, and will not participate, in any action contrary to subparagraphs (a) (1) through (a)(3) above.

(c) Bidder understands and agrees that --

1. violation of this certification will result in immediate disqualification from this solicitation without recourse and may result in disqualification from future solicitations; and
2. discovery of any violation after award to the bidder will result in the termination of the award for default.

For the bidder:

|  |  |
| --- | --- |
| Bidder |  |
| **Signature and/or stamp** |  |
| **Title** |  |
| **Date** |  |

**- End of RFP -**

1. Three references should be supplied [↑](#footnote-ref-1)
2. Bidders should provide CVs of the following key staff: Director, Cameraman, Editor and Narrators [↑](#footnote-ref-2)
3. Portfolio/Provide samples (links or CDs/DVDs) [↑](#footnote-ref-3)