



REQUEST FOR PROPOSALS

No. HPI20230201RW

Consultancy to Provide Multimedia Services.

RFP Release Date:	10 th February 2023
Performance Period:	90 days
Question/ Inquiry Submission Deadline:	20 th February 2023
Proposal Submission Deadline:	24th February 2023
Selection Committee review	3 rd March 2023
Notification of award	10 th March 2023
Award agreement negotiation and signing	15 th March 2023
Electronic submission to the attention of:	Heifer International Rwanda
Electronic submission:	Procurement-rw@heifer.org
Contact information for inquiries about this RFP:	Procurement-rw@heifer.org



1. BACKGROUND

a. Context and background

Heifer International Rwanda (HIR) is a Nonprofit and International Non-governmental Organization with the mission to alleviate hunger and poverty, while caring for the environment through sustainable agricultural practices. In collaboration with the Government of Rwanda and other relevant partners, this project has now grown to cover the whole country to become the flagship program known as “one cow per poor family”.

Heifer International Rwanda projects focus on improving income and nutritional status, mobilizing farmers, and promoting local capacity through training of project participants, promoting market linkages for dairy value chain actors, improving the quality of livestock through artificial insemination services, empowering rural women, building resilience through sustainable agricultural practices, and connecting local communities to business development services.

Heifer International Rwanda partners with smallholder farmers to build sustainable livelihoods by empowering them to use their own energy, ingenuity, and dreams to fuel their success out of hunger and poverty. Heifer programs mobilize communities and foster the organization of associations, cooperatives and social networks while strengthen their capacity to address development challenges.

2. Objective of the Assignment

The consultant’s overall objective is to produce media materials including documentaries, short videos, and quality photography, documenting various events, meetings, profiles, and other field-based photo/video editorial activities of Heifer International Rwanda’s work and progress through various initiatives and their contribution towards improving the livelihoods of Rwandan rural communities/households in various capacities. The content will be used in Heifer International’s and partner public relations activities, print, and online publications as required.

3. Scope of Work/Activities

The Consultant will provide multimedia services with a focus on photo and video production to the Heifer International Rwanda country office in line with the Organization's multimedia guidelines. This will include coverage of events, meetings, and multiple field-based stories, as assigned, and directed by the Communications Specialist at Heifer International Rwanda or a representative assigned by the Organization. The footage and work will be made available to Heifer International for use as needed. Over the period of the contract, the consultant will provide services when a formal request is made from the organization. Only the invoiced work will be compensated.



4. Deliverables/Services

- ❖ High resolution photography
- ❖ High quality videos (project/event as assigned)
- ❖ Photo and video post-production/editing
- ❖ Sound engineering (recording and mixing)
- ❖ Narration/Voice over
- ❖ Subtitles/translation (Kinyarwanda, English, French)
- ❖ Livestreaming services

Note: Within one week after the event/activity, all relevant content and assets must be shared via Google drive/WeTransfer.

5. Areas of Operations

Heifer International Rwanda offices are situated in Kigali, with operations in 17 districts across the country (Rutsiro, Rubavu, Nyabihu, Musanze, Burera, Gicumbi, Nyagatare, Gatsibo, Kayonza, Rwamagana, Ngoma, Kirehe, Muhanga, Kamonyi, Ruhango, Nyanza, Huye) where the above deliverables will be conducted as assigned by Heifer International Rwanda personnel.

6. Required Expertise and Experience

- ❖ A minimum of 5 years of proven experience working with international organizations, especially in the development sector.
- ❖ The consultant (s)/firm or the core member (s) MUST be fluent in English and Kinyarwanda.

7. Technical/Functional Skills

- ❖ The consultant(s) or firm MUST have demonstrated experience and skills in writing motion graphics, audio visual contents, and documentaries.
- ❖ Exhibit experience of developing project related knowledge products for local and international audiences.

8. Content of the technical proposal

- ❖ Presentation of the firm /company.
- ❖ Relevant references.
- ❖ List and description of all equipment and software to be used to produce high-quality photography and video.
- ❖ Resume/portfolio of the firm, and key personnel who will be involved in the deliverables.



9. Proposal submission requirements:

The technical and financial proposals should be submitted separately in PDF format, both clearly marked with the RFP Reference Number above.

Proposals (both technical and financial) must be submitted electronically to email: procurement-rw@heifer.org with clear subject line: **"(Consultancy to Provide Multimedia Services."** and submitted by **Friday, 24th February 2023 at 5:00pm** Kigali time.

10. Administrative Requirements

The bid documents **must** include the following administrative documents at a minimum.

- Company Registration Documents. Certificates/licenses issued by RDB.
- Valid Tax Clearance Certificate issued by RRA.
- Certificate of good standing/non-Bankruptcy certificate issued by RDB.
- RSSB Clearance Certificate.

Note: Failure to meet a single administrative requirement will result in disqualification of the Service provider from further technical evaluation.

11. Financial Proposal

Proposed budget priced in **Rwandan Francs (Rwf)** for local firms and **US Dollars** for foreign firms must be submitted separately electronically. The pricing information should not appear in any other section of the proposal other than the financial proposal. The registered company shall be entirely responsible for all taxes.

The financial proposal highlighting cost breakdown with the following items and related daily rates:

- ❖ Technical staff to be used per service.
- ❖ Cost per service (Daily, hourly and project based).
- ❖ Transportation and accommodation costs.
- ❖ Other miscellaneous expenses (if any).

Submission must be in English and typed single-spaced on standard type white paper. All pages must be numbered, included the RFP reference number and name of the organization at the bottom of each page.



12. Evaluation of Proposals:

a) Selection method: The procurement selection committee will evaluate the proposals using the **Quality-Cost Based** methodology as detailed below:

1. Preliminary examination of administrative requirements compliance to this Request for Proposals on a pass/fail basis.
2. Detailed Technical evaluation will contribute 70%.
3. Financial scores will be allocated 30% to determine the best evaluated bid.

Proposals failing any stage will be eliminated and not considered in subsequent stages.

b) Minimum technical score: The mark required to pass the technical evaluation is 70% of the Technical Score.

c) Total scores: Total scores shall be determined using a weighting of 70% for technical proposals and a weighting of 30% for financial proposals.

13. Selection Criteria

Technical proposals will be evaluated according to the following criteria:

Technical Criteria		Weighting (%)
Specific experience of the firm	Proven experience working with international organizations in the development sector and covering high-level events.	15
	Demonstrated knowledge, previous exposure and technical experience producing quality photo and video content (share company portfolio – past and ongoing projects)	10
	Expertise in producing innovative, creative, and quality Media productions in various aspects of social media content, documentary making, event coverage, infomercials development, and leading livestreaming events. Links to some of the work produced or covered is required.	20
Team	Quality of Team Leader: demonstration of knowledge and experience (5-7 years) providing photography and video consulting services to international organizations and high-level events. CV and portfolio are required.	15
	Quality of the proposed team: The team must demonstrate knowledge and experience in similar consultancy projects (at least 3-5 years) including but not limited to graphic and motion design, photography, and video production, directing, and editing as highlighted in the scope of work and deliverables.	10
Total for Technical		70%



14. Late submissions and verification

Proposal received after the submission deadline will not be considered. Bidders are responsible to ensure their proposals are submitted according to the instructions stated herein.

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the bidders.

15. Validity of Proposals

Proposals submitted shall remain open for acceptance for 90 days from the last date specified for receipt of the proposal. This includes, but is not limited to pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

16. Limitations

This RFP does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received as a result of the RFP.

17. Intellectual Property

Section 10.1. Ownership Generally. Subject to Section 8.2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the "Work Product") shall be the exclusive property of HPI. Upon request, Contractor shall sign all documents and take any and all actions necessary to confirm or perfect HPI's exclusive ownership of the Work Product.

Section 10.2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party prior to the Effective Date ("Prior-Owned IP") shall remain that Party's sole and exclusive property. Regarding any of Contractor's Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.



Section 10.3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a “work made for hire” under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a “work made for hire”, Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of Contractor’s rights of any kind or nature, now known or hereafter devised, in, to, and in connection with the Work Product, and HPI shall solely and exclusively own any and all rights therein, and in the elements thereof, including but not limited to any and all allied, ancillary, subsidiary, incidental, and adaptation rights. Contractor hereby waives any and all rights known as “moral rights”, and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the manner in which HPI may use the Work Product.