



International Foundation
for Electoral Systems

INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS
(IFES)

**Request for Proposal (RFP) for Graphic, Video or Animation Services in
Myanmar, Nepal, and AGENDA**

Solicitation # RFP-21-053

July 28, 2021

1 INTRODUCTION

1.1 Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective contractors (“Bidders”) to submit a written response (“Response”) for the procurement of remote Graphic, Video or Animation Services to develop instructional videos for a digital toolkit. The solicitation provides Bidders with the relevant operational and performance requirements.

1.2 Coverage & Participation

IFES reserves the right to reject any and all offers, to add, delete or modify any element of the solicitation at any time without prior notification and without any liability or obligation of any kind. This RFP does not obligate IFES to enter into a contract nor does it obligate IFES to pay any costs incurred in the preparation of submission of any Response.

1.3 Zero Tolerance for Fraud

IFES has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to IFES projects, contracts, or activities, please contact IFES’ Compliance Hotline at compliance@ifes.org or at +1 202-350-6791.

2 GENERAL INFORMATION

2.1 The Organization

IFES is an independent, non-governmental organization providing professional support to electoral democracy. IFES supports citizens’ rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions.

As the global leader in democracy promotion, we advance good governance and democratic rights by:

- Providing technical assistance to election officials
- Empowering the underrepresented to participate in the political process
- Applying field-based research to improve the electoral cycle

Since 1987, IFES has worked in over 145 countries – from developing democracies, to mature democracies.

2.2 Schedule of Events

The following, tentative schedule will apply to this solicitation. The dates may change in accordance with IFES’ needs or unforeseen circumstances. IFES will communicate changes to the schedule.

- | | |
|-------------------------------------|-----------------|
| • Issuance of RFP | July 28, 2021 |
| • Technical Questions/Inquiries Due | August 04, 2021 |
| • Answers/Addenda from IFES | August 05, 2021 |
| • RFP Closes | August 11, 2021 |

3 PROPOSAL PREPARATION INSTRUCTIONS

3.1 Bidders' Understanding of the Solicitation

Bidders are responsible for understanding the solicitation in its entirety and each of its elements, and should make inquiries to IFES as necessary to ensure such understanding. IFES reserves the right to disqualify any Bidder that it determines, at its sole discretion, does not understand the solicitation or any of its elements. Such disqualification shall be at no fault, cost, or liability whatsoever to IFES.

3.2 Information from IFES

All information provided by IFES in this solicitation is subject to change at any time. IFES makes no certification as to the accuracy of any item, and is not responsible or liable for any use of or reliance on the information or for any claims asserted therefrom.

3.3 Communication

All communications related to the RFP must be in writing. Verbal communication shall not be effective unless formally confirmed in writing by the procurement official listed in 3.3.1. In no case shall verbal communication govern over written communication.

3.3.1 Point of Contact: The sole point of contact for all communication related to this solicitation is listed below.

IFES Procurement
procurement@ifes.org

3.3.2 Formal Communications shall include, but are not limited to the following:

- Questions concerning this solicitation must be submitted in writing to the point of contact identified in 3.3.1.
- Errors and omissions in this solicitation, as well as enhancements. Bidders should notify IFES of any discrepancies, errors, or omissions that may exist within this solicitation. Bidders should recommend to IFES any enhancements to the work described in the solicitation which might be in IFES' best interests.
- Inquiries about technical interpretations must be submitted in writing to the point of contact identified in 3.3.1.

3.3.3 Addenda: IFES will make a good-faith effort to provide a written response to the questions or requests for clarifications in the form of written responses or addenda in accordance with the *Schedule of Events*.

3.3.4 Posting Online: Copy of this solicitation, Amendments and or Q&A will be available online at: www.ifes.org/procurement-notice and www.devex.com

3.4 Submission

It is mandatory for Bidders to send proposals in electronic copy via e-mail to the point of contact identified in 3.3.1 on or prior to the closing date and time shown in the *Schedule of Events*.

3.5 Criteria for Selection

The evaluation of each Response to this solicitation will be based on the criteria outlined below. The purpose of this solicitation is to identify responsible Bidders that have the interest, capability, and financial strength to supply IFES with the product and/or service identified in the Scope of Work.

Evaluation Criteria:

IFES will evaluate responsive offers based on the following criteria:

1. Past Performance 40 points
 - a. History of successfully producing videos of this type
 - b. Demonstrated familiarity and understanding of the service needed
2. Price 30 points
 - a. Competitive pricing
 - b. Competitive payment terms
3. Timeline 30 points
 - a. Ability of successfully produce and edit videos of this type on deadline
 - b. Clear demonstration of development and editing phases

3.6 Selection and Notification

IFES will evaluate Responses to identify responsible Bidders and responsive offers. Finalists will be selected to move into the negotiation phase of this process. Written notification will be sent to finalists via email.

4 SCOPE OF WORK

The International Foundation for Electoral Systems is releasing an Inclusive Digital Advocacy Toolkit to expand the knowledge of civil society activists, practitioners and others on using social media and virtual engagement to influence decision-makers. The toolkit also provides examples of online advocacy conducted on political participation and the rights of [young people](#), [persons with disabilities](#), [Indigenous Peoples](#), [women](#), and LGBTQI+ individuals. Following the release of the toolkit, IFES will produce graphic videos on various subjects included in the toolkit to drive potential users to the document.

Under the technical direction of IFES, the vendor is expected to provide the production of several videos ranging from 1-3 minutes on social media and digital advocacy, including screenwriting, production, graphic design, installation and editing. The videos are not intended to be strictly animation, but a mixture of live action screencast and motion graphics. See below for more details about potential services expected:

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- Design and execution of videos in line with IFES guidance and oversight;
- Develop scripts and storyboards for videos, based on the plan provided by IFES;
- Provide service of dubbing (voice-overs, music, etc. if necessary);
- Provide services of video subtitling; all videos produced in English with English subtitles, local language subtitles as determined by IFES and may include sign language interpretation;
- Proceed with final grading, offline editing, online editing, editor, graphics, 2D&3D modeling, etc.;
- Improving and correcting video colors, lighting and features to ensure they are accessible;
- Adapt and save the audio materials in the appropriate format for future usage if necessary;
- Produce typed transcripts for each video for further distribution to sites such as ElectionAccess.org.

Additional specifications include:

- The subject of each video will be determined by IFES, then the vendor will draft a storyline, script and scenario;
- The consultant will send storyboards and scripts to IFES for approval before initial editing and production process;
- The videos should have different characters and be inclusive of all ages, genders and disabilities, as well as diverse ethnicities and religious backgrounds.
- Transcripts will be available in English;
- Videos may include special graphics elements (2D-3D graphics etc.);
- Per IFES request, videos will be marked with donor branding/marketing and disclaimer, provided by IFES.
- The videos should be produced with professional equipment and software that ensure the high quality of the produced material;
- Delivery within a limited timeframe with desired quality, length and content;
- An indicative budget

The vendor will be expected to provide the following deliverables:

- Several videos (4-6 videos) ranging from 1-3 minutes, in-line with IFES guidance and direction;
 - For example: A video detailing the main categories and features of the toolkit. The graphic will show the toolkit and flip through the pages to showcase what can be found in each section. A link will be featured at the end of the video directing viewers to the toolkit. Video content formatted for placement on television and social media networks (such as YouTube), as requested by IFES;
 - Potential video topics may include:
 - What is Digital Advocacy?
 - Social Media for Advocacy: Key Messages
 - Social Media for Advocacy: Target Audience and Stakeholders
 - Social Media for Advocacy: Platforms
 - Conducting a Virtual Site Tour
- Delivery of raw footage and materials for use in future content.

5 FUNCTIONAL REQUIREMENTS

5.1 Timeline

Bidders must submit a timeline in the Response showing the time required to produce and consolidate the products and/or deliver services for each of the events.

5.2 Geographic Code (applicable to USAID funding only)

IFES' project in Myanmar is funded by United States Agency for International Development (USAID) under Source and Nationality (S/N) **Geographic Code 937** (please refer to [22 CFR 228.03](#) for more information). A waiver request may apply to certain offers. If IFES determines a waiver would be necessary, the estimated time required to obtain the waiver will be considered within the "Timeline" in the Evaluation Criteria. IFES encourages all Bidders to consider products that fall under S/N Geographic Code **937** whenever possible.

5.3 License, Clearance and Approvals

The Bidders will include in the timeline any time needed to obtain any licenses, clearances, and/or approvals required under local legal requirements to produce or deliver the products and/or services described in the Scope of Work.

6 QUALIFICATIONS & REFERENCES

Bidders must provide the following information for their Response to be considered:

1. A brief outline of the company and services offered, including:
 - Full legal name and address of the company
 - Corporate and tax registration documents
 - Year business was started or established
 - Full name of the legal representative (president or managing director) of the company
 - Name of any individuals or entities that own 50% or more of the company
 - U.S. companies must indicate if they are a registered Small Business (Woman owned, veteran-owned, Minority-owned, Disabled, Service Disabled Veteran-owned)
 - No subcontracting is allowed under this solicitation.
2. Evidence of successful completion of a project of a similar size and complexity.
3. References: Contact information for no less than three references from projects similar in size, application, and scope and a brief description of their implementation (including location and year). IFES reserves the right to request and check additional references.
4. Bidders must be legally registered under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the work. Scope of Work.
5. A certification signed by an officer or authorized representative that the Bidder has sufficient financial, technical and managerial resources and facilities to complete the Scope of Work.

7 PRICING

Bidders must complete the following cost breakdown for the implementation of their solution for IFES' project as described in this solicitation. Bidders must agree to keep these prices valid for a minimum of 90 calendar days.

Pricing must be in United States Dollars (USD) Unit prices are required and in the case of discrepancies between unit prices and the total price, the unit price will be taken as reference basis in the evaluation. Technical specifications must be shown for each item.

Please adjust the below chart as needed.

No.	Item Description	Technical Specifications	QTY	Unit	Unit Price USD	Total Price USD
Video Scripts						
1.						
2.						
	Subtotal					
Video Production						
3.						
4.						
	Subtotal					
Total					USD	
Taxes (if applicable)					USD	
Grand Total					USD	

8 ADDITIONAL TERMS & CONDITIONS

8.1 Non-Disclosure Agreement

IFES reserves the right to require the Bidder to enter into a non-disclosure agreement.

8.2 No Collusion

Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.

8.3 Companies Owned or Controlled by Government

The Bidder must disclose in writing with its Response if a government, its agents, or agencies, have an ownership or managerial interest in the company. Failure to disclose a government ownership of managerial interest in the company will result in the Bidder's offer being removed from consideration.

8.4 Subcontracting

No subcontracting is allowed under this solicitation.

8.5 Costs

The solicitation does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by a Bidder or third parties, in connection with the Response.

8.6 Intellectual Property

Bidders may not use any intellectual property of IFES including, but not limited to, all logos, trademarks, or trade names of IFES, at any time without the prior written approval of IFES.

8.7 Bidders' Responses

All accepted Responses and supporting documentation shall become the property of IFES, subject to claims of confidentiality in respect of the Response and supporting documentation.

8.8 Partial Awarding

IFES reserves the right to accept all or part of the Response when awarding a contract.

8.9 No Liability

IFES reserve the right to accept or reject any Response or to stop the procurement process at any time, without assigning any reason or liability. IFES shall not be liable to any Bidder, person, or entity for any losses, expenses, costs, claims, or damages of any kind.

8.10 Entire Solicitation

This solicitation, any addenda to it, and any attached schedules, constitute the entire solicitation.

[End of Solicitation]