



## **IPA - Global**

Request For Proposals (RFP)

No. STYL-001

Video documentary: Liberia STYL

Issue Date: September 27, 2021

**WARNING:** Prospective Offerors who have received this document from a source other than from IPA Global should immediately contact [ldebenedetti@poverty-action.org](mailto:ldebenedetti@poverty-action.org) and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted in a public Google doc on IPA's website.

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**Synopsis of the RFP**

RFP No.	Enter the RFP No. STYL-001
Issue Date	September 27, 2021
Title	Video Documentary: Liberia STYL
Issuing Office	IPA Global 655 15th St. NW, Suite 800 Washington, DC 20005  Luciana Debenedetti- ldebenedetti@poverty-action.org.
Deadline for Receipt of Questions	Friday, October 1st at 5:00pm EST. Questions will be accepted on a rolling basis.
Point of Contact for Questions	ldebenedetti@poverty-action.org
Deadline for Receipt of Proposals	Friday, October 8th at 5:00pm EST
Proposal Submission Address	ldebenedetti@poverty-action.org Please include the RFP number in the subject line.
Anticipated Award Type	Firm Fixed Price Purchase Order
Basis for Award	The award will be issued to the responsible and reasonable offeror who provides the best value to IPA and its client using a combination of technical and cost/price factors.

## 1. Introduction and Purpose

### 1.1 Purpose

IPA invites qualified offerors to submit proposals to supply and deliver two videos (one full-length, and one shorter cut; see full Scope of Work for directions) in support of program implementation and policy dissemination. The films will cover the policy challenge (including an explainer of the history of Liberian conflict and effects on its youth in particular), profiles of STYL participants, profile of NEPI and its relationship to the STYL project, the intervention, results of the evaluations (short-term and the follow-up), and implications for future violence prevention strategies in Liberia and elsewhere.

### 1.2 Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at IPA for purposes of this RFP. Any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

### 1.3 Type of Award Anticipated

IPA anticipates awarding a Firm Fixed Price Purchase Order. This award type is subject to change during the course of negotiations.

## 2. General Instructions to Offerors

### 2.1 General Instructions

“Offeror”, “Subcontractor”, and/or “Bidder” means a firm proposing the work under this RFP. “Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates IPA to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. IPA shall in no case be responsible for liable for these costs.

Proposals are due no later than Friday, October 8th at 5:00pm EST to be submitted to [ldebenedetti@poverty-action.org](mailto:ldebenedetti@poverty-action.org). Submissions must state the RFP number and title of the activity in the subject line of the email. **Cost and technical proposals shall be submitted in separate emails.** Late offers will be rejected except under extraordinary circumstances at IPA’s discretion.

The submission of a proposal to IPA in response to this RFP will constitute an offer and indicates the Offeror’s agreement to the terms and conditions in this RFP and any attachments hereto. IPA reserves the right not to evaluate a non-responsive or incomplete proposal.

### 2.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror’s company letterhead with a duly authorized signature and company stamp/seal using the [Proposal Cover Letter template](#) (see Attachments) for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of 45 days for the prices provided.
- Acknowledge the solicitation amendments received.

### 2.3 Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from an IPA (Global or Liberia) employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

## 3. Instructions for the Preparation of Technical Proposals

Technical proposals shall include the following contents:

1. Technical Approach - Description of the proposed services which meets or exceeds the stated technical specifications or scope of work. The proposal must show how the Offeror plans to complete the work and describe an approach that demonstrates the achievement of timely and acceptable performance of the work.  
The proposal will be a written document, not to exceed 5 pages total, outlining how the offeror will work to achieve the scope of work and narrative approach of the video. Offerors should also include links to examples of past work (see *Past Performance*) to provide a specific example of a filming technique, narrative style, graphics/animations, and/or editing the offeror wishes to highlight in its proposal.
2. Management approach – Description of the Offeror’s staff assigned to the activity. The proposal should describe how the proposed team member(s) have the necessary experience and capabilities to carry out the Technical Approach.
3. Past Performance –Provide a list of at least three (3) recent awards of similar scope (e.g. documentary-style videos) and duration. The information shall be supplied as a table ([template provided in Attachments](#)), and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work and the value of the contract, description of any problems encountered and how it was resolved, and a current contact phone number of a responsible and knowledgeable representative of the organization. Please provide links to the videos if they are publicly available, and otherwise send with your application directly using a file sharing service. See Attachments for specific format.

### 3.1 Services Specified

For this RFP, IPA is in need of the services described in Attachment: Scope of Work.

## 4. Instructions for the Preparation of Cost/Price Proposals

### 4.1 Cost/Price Proposals

Provided in the Attachments section of this RFP is a template for the [Price Schedule for firm-fixed price awards](#). Offerors shall complete the template including as much detailed information as possible. Any required payment terms must be included in the cost proposal.

It is important to note that Value Added Tax (VAT) shall be included on a separate line. The Subcontractor is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

## 5. Basis of Award

### 5.1 Evaluation Criteria

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below.

Evaluation Criteria	Evaluation Sub-criteria (if needed)	Weight
Past Performance	Strong quality of previous videos (image and sound quality; smooth editing; narrative story-telling; other unique design elements);	45%
Technical Approach	Proposed draft narrative approach for conveying the results of the Liberia STYL project to a broad audience.	20%
Management Approach or Personnel Qualifications	Experience working in developing country contexts with limited resources; direct experience in Liberia is a plus.	10%
Corporate Capabilities or Past Performance (References)	Positive reviews from past clients (IPA reserves the right to contact clients listed as part of references)	10%
Cost	The contract will be awarded through a fixed-price mechanism. Offerors should provide a budget breakdown that includes personnel time, equipment, travel, and other direct costs.	15%
<b>Total</b>		100%

### 5.2 Best Value Determination

IPA will review all proposals and make an award based on the technical and cost evaluation criteria stated above and select the offeror whose proposal provides the best value to IPA. IPA may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

IPA may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

### 5.3 Responsibility Determination

IPA will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Provide evidence of the required business licenses to operate in the host country.
2. The source, origin and nationality of the products or services are not from a Prohibited Country.
3. Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from IPA.
4. Ability to comply with required or proposed delivery or performance schedules.
5. Have a satisfactory past performance record.
6. Have a satisfactory record of integrity and business ethics.
7. Have the necessary organization, experience, accounting and operational controls and technical skills.
8. Have the necessary production, construction and technical equipment and facilities, if applicable.
9. Be qualified and eligible to perform work under applicable laws and regulations.

### 6. Anticipated post-award Deliverables

Upon award of a subcontract, the deliverables and deadlines detailed in below table will be submitted to IPA. The Offeror should detail proposed costs per deliverable in the Price Schedule. Deliverables must be submitted to and approved by IPA before payment will be processed. **IPA's role below is inclusive, but not comprehensive and is subject to change upon contracting.**

No.	Description	Due Date
1	Work plan/timeline	Within 10 days of contract signing (completion dependent on project kickoff call with IPA)
2	Video storyboard and draft script  IPA will provide a list of project beneficiaries/partners to be interviewed, purpose of each interview, background of interviewee, etc. These inputs should inform the storyboard and draft script.	Within 20 days of contract signing
3	Interview plan and timelines  IPA will facilitate the scheduling of interviews, including contact information, securing a location, etc.	Within 7 days of approved draft script.
4	Draft cut of full feature-length film	Within 50 days of contract signing. IPA will review and request up to 2 rounds of edits.
5	Final cut of feature-length film (8-10 minutes) and short version (2 minutes)	Within 70 days of contract signing.

## 7. Inspection & Acceptance

The designated IPA staff will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The subcontractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the IPA Country Director/Representative as a result of such inspection.

## 8. Compliance with Terms and Conditions

### 8.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Terms and Conditions listed in the accompanying [Attachment](#).

## 9. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any IPA staff, in an attempt to affect the results of the award. IPA treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and IPA employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the IPA staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 844 837 5445. IPA ensures anonymity and an unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements.

By submitting an offeror, Offerors certify that they have not/will not attempt to bribe or make any payments to IPA employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.



## 10. Attachments

### 10.1 Scope of Work for Services or Technical Specifications

#### SCOPE OF WORK:

- An approximately 8-10 minute explainer/short documentary film showcasing the [Sustainable Transformation of Youth in Liberia \(STYL\)](#) project, featuring footage filmed on location in Liberia and (remote) filming in the United States (Chicago and potentially New York).
  - The final cut will feature up to 5 interviews, including project beneficiaries, implementing partners (NEPI), and the research team.
  - A 2- minute Twitter version featuring highlights from full-length video.
- Process will include 2 rounds of feedback, encompassing both videos.

#### NARRATIVE SPECIFICATIONS:

This film will highlight the impacts, based on rigorous research, of [a program](#) that helped transform the lives of former soldiers and fighters in Liberia, reducing crime and violence many years later. The goal of the film is to persuade potential implementers and funders to expand the model– consisting of cash transfers and a mental health program– elsewhere. A successful filmmaker will have a strong grasp of rigorous research and use storytelling and data to convey the value of the approach.

The film will cover the policy challenge (including an explainer of the history of Liberian conflict and effects on its youth in particular), profile of one or more STYL participants, profile of NEPI and its relationship to the STYL project, the intervention, results of the research), and implications for future violence prevention strategies in Liberia and elsewhere. Filming will take place on location in Monrovia, Liberia, and will also include remote interviews in the United States (Chicago and potentially other locations). The estimated expected completion date is January 31, 2022.

#### TECHNICAL REQUIREMENTS:

- English language with English language subtitles
- Duration
  - Feature film: Approximately 8-10 minutes
  - Short film: Approximately 2:20
- Background music and sound effects (as agreed upon by IPA)
- Inclusion of B Roll, photos, and graphics
- Professional quality

**Proposal Cover Letter**

[On Firm's Letterhead]

<Insert date>

TO: Innovations for Poverty Action  
655 15th St. NW, Suite 800  
Washington, DC 20005

We, the undersigned, provide the attached proposal in accordance with **RFP-STYL-001** issued on (September 27, 2021). Our attached proposal is for the total price of (Sum in Words).

I certify a validity period of (45) days for the prices provided in the attached Price Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

We understand that IPA is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: [Click here to enter text.](#)

Name of Firm: [Click here to enter text.](#)

Address: [Click here to enter text.](#)

Telephone: [Click here to enter text.](#)

Email: [Click here to enter text.](#)

Company Seal/Stamp:

### 10.2 Price Schedule

Item Number	Item Name	Description/Specifications	Quantity	Unit Price	Total Price
1	List the items that are to be supplied (enter additional lines as needed)				
2	Delivery Cost				
3	VAT				
<b>GRAND TOTAL IN (USD).</b>					

**Delivery Period and Payment terms:**

### 10.3 Past Performance Form

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

#	Description of Activities	Location Province/ District	Client Name/Tel No/ email address	Cost	Start-End Dates	Completed on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement (fixed price, cost reimbursable)	Link to Video
1									
2									
3									
4									
5									

#### 10.4 Terms and Conditions

- a) The Request for Proposal is not and shall not be considered an offer by IPA.
- b) All responses must be received on or before the date and time indicated on the RFP.
- c) All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent.
- d) All awards will be subject to IPA contractual terms and conditions and contingent on the availability of donor funding.
- e) IPA reserves the right to accept or reject any proposal or cancel the solicitation process at any time and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
- f) IPA reserves the right to accept all or part of the proposal when award is provided.
- g) All information provided by IPA in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. IPA is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
- h) IPA reserves the right to require any bidder to enter into a non-disclosure agreement.
- i) The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of IPA, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.
- j) The vendor is required to comply with IPA Liberia's COVID-19 safety and security protocols, which are attached separately to this document.