

REQUEST FOR PROPOSALS

VIDEO PRODUCTION CONSULTANCY

Issued by
The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people. At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches. We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

HarvestPlus improves nutrition and public health by developing and promoting biofortified food crops that are rich in vitamins and minerals while providing global leadership on evidence and technology. HarvestPlus is part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). CGIAR is a global agriculture research partnership for a food secure future. Its science is carried out by its 15 research centres in collaboration with hundreds of partner organizations. The HarvestPlus programme is headquartered at the International Food Policy Research Institute (IFPRI) in Washington, DC and collaborates with multiple CGIAR centres and partner organizations around the world.

GAIN and HarvestPlus share an ambition to expand coverage of biofortified nutrient dense foods to at least 200 million consumers by 2022, realizing a higher reach of up to three times this (600 million) from the initial investment by 2028. The current focus will be on biofortified varieties of six highly promising crops, developed by HarvestPlus and its partners through the Commercialisation of Biofortified Crops Programme. These crops form the frontline cluster of sentinel nutritious staple crops to be considered for commercialisation at scale by the partnership. We define commercialisation – the priority delivery approach – as the process of introducing a product into commerce or making it available in the market, rather than producing solely for family consumption.

1.1 About Commercialisation of Biofortified Crops (CBC) Programme

The Commercialisation of Biofortified Crops (CBC) programme was launched in 2019 to address widespread hidden hunger in Africa and Asia by significantly expanding the reach of foods and food products made with biofortified staple crops.

The micronutrient-rich crops are developed through conventional breeding techniques (they are not genetically modified) to increase their density of iron, zinc, or vitamin A – all critical micronutrients for maintaining good health and human development. They are also bred with other traits demanded by farming families, including high yield, drought tolerance, and resistance to diseases and pest. Biofortified foods and products can be practical, affordable, and natural sources of nutrition for billions of people.

The CBC programme works with commercial value chain actors- including seed producers, farmers, aggregators, and processors - to catalyse commercial markets for biofortified seeds, grains and food products in six countries with pervasive levels of malnutrition: Bangladesh, India, Kenya, Nigeria, Pakistan, and Tanzania. Our programme vision is to enhance food systems so that they can deliver nutrition cost effectively and sustainably to all people.

2. BACKGROUND

Global Alliance for Improved Nutrition (GAIN) and HarvestPlus are jointly issuing this Request for Proposal (RFP) where GAIN will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage the services of a Service Provider to produce a short video of the Commercialisation of Biofortified Crops that gives a summary of the programme, crops of focus and countries of focus.

3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall present a detailed proposal -including a workplan- demonstrating steps in which the production process will follow to be delivered with samples of works done before.

3.1. OBJECTIVES

The main objective is to develop a video that will give a summary of what the programme is all about and what nutritional gaps it is addressing in the countries of focus.

3.1.1 Specific objectives

- Develop the overall video concept.
- Interview selected participants for the video including the programme leads, project leads and partners (stakeholder in one African and one Asian country).
- Develop a video script and storyboard to be used in development of the video.
- Present a draft video of about 7-10 minutes and a compressed version of about 3 minutes with footage and content for all the 6 countries of focus.
- Present 1 shorter edited version of 3 minutes focusing on African countries (Kenya, Nigeria, and Tanzania) and 1 shorter edited version of 3 minutes focusing on Asian countries (Bangladesh, India, and Pakistan)

3.2. DELIVERABLES

The successful applicant shall.

- Develop the following but not limited to.
 - I. Overall video concept on the CBC programme focus, the response through the crops of focus, the desired impact and how the programme works to commercialise biofortified products.
 - II. Develop a story board and interview script for programme leads, project leads and partners.
- Using stock footage and existing footage from GAIN and HarvestPlus, produce a 10-minute video in high resolution to be reviewed for further editing.
 - I. Produce 3 videos of 3 minutes each.
 - Focusing of the entire programme, capturing all the 6 countries of focus,
 - Focusing on countries in Asia and
 - Focusing on countries in Africa.
 - II. Provide B-roll footage for the interviews from programme leads, project leads and partners (stakeholder in one African and one Asian country).
- Produce videos in high resolutions and should be uploaded on various platforms including YouTube. Produce lighter versions that can be used for twitter, WhatsApp, Facebook and Instagram.
- All videos will include subtitles, text on screen where possible and translations for Asian countries.
- Provide all the raw footage to be stored by the partnership for future use.

N/B: The successful applicant will not be shooting at locations but will be required to develop content using stock footage and existing footage from the partnership. In cases where interviews are

required, both virtual and physical options will be explored depending on the location of the consultant and the covid restrictions.

II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. CONTACT

Please direct all inquiries and other communications to rfp@gainhealth.org. Responses will not be confidential except in cases where proprietary information is involved.

2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- Technical proposal:
 - i. Description and links to previous relevant work and portfolio (maximum 1 page);
 - ii. Composition of team with names and brief biographies of all key staff (maximum 2 pages);
 - iii. Detailed proposal explaining how the areas of work mentioned in Scope of Work will be addressed, including a detailed workplan, risk and mitigation strategy and timeline (maximum 10 pages);
 - iv. CVs of the team that will be carrying out the training.
 - v. References.
- Financial proposal:
 - i. Detailed budget justification.
 - ii. Offer of services.

4. SUBMISSION

Originals should be submitted as follows:

An electronic copy containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at the address mentioned below:

Email copy:

- rfp@gainhealth.org

5. DEADLINE

Completed proposals should be submitted to GAIN **before 5th August 2021** on rfp@gainhealth.org. Proposals may be postmarked on the due date, provided that an email of the proposal is submitted by the deadline.

6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

7. REVISIONS

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

8. ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

9. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

10. RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

11. REFERENCES

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

12. RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
 - o Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
 - o Providing detailed technical documentation of the proposed strategy.
 - o Evidence of experience in delivering similar solutions
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - o Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - o The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:

- Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
- Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - Roles and responsibilities of each team member shall be clearly defined. GAIN shall require to have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.

5. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

7. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

8. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

10. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

- 1. Offer submitted by:

(Print or type business, corporate name and address)

- 2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
 - a. Click or tap here to enter text.
 - b. Click or tap here to enter text.
 - c. Click or tap here to enter text.
 - d. Click or tap here to enter text.
- 3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
- 4. I (We) herewith submit the following:
 - (a) A Proposal to undertake the work, in accordance with GAIN’s requirements specified.
 - (b) A duly completed offer of services, subject to the terms herein.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of Click or tap here to enter text. in Click or tap here to enter text.

_____ Click or tap here to enter text.

Signature (applicant)

_____ Click or tap here to enter text.

Signature (applicant)
