



To: Prospective Offerors

Date: September 23, 2020

RFP: CLEAR/009/2020

REQUEST FOR PROPOSALS: DEVELOPMENT OF SHORT ANIMATED INFOGRAPHIC VIDEOS

Global Communities is implementing the USAID's E3 Bureau-funded Cooperative Leadership, Engagement, Advocacy & Research (CLEAR) program (2018-2023) that focuses on activities designed to support, enhance and modernize Kenya's cooperative ecosystem. CLEAR Program's strategic objectives include:

- a) Promote the adoption and implementation of cooperative legislation and policies that support and strengthen cooperative businesses in 25 counties.
- b) Strengthen the business acumen and performance of cooperative businesses while integrating and empowering youth and women within cooperative businesses structures.
- c) Improve understanding of the psychosocial behavioural impacts associated with membership in cooperative businesses and determine whether those behaviours contribute positively to household and community resilience strategies.

CLEAR Program seeks a video animation service provider capable of producing an animated video incorporating infographics, animated characters and narration. The service provider will develop a set of 3-4 minute animated and narrated informational video. The two videos' design should describe the worker cooperative business model and housing cooperative. The goal of the first video (Workers Cooperative) is to present the worker cooperative business model as a concrete tool in the hands of young people for improving their employment conditions and access to entrepreneurship. The second video is to present housing cooperatives as institutions that hold the key to affordable housing dreams.

The two videos will be established in a way to inform viewers about the critical role cooperatives play in achieving development goals and to introduce and educate viewers on the concept of workers' service cooperatives as a means of economic sustainability. The videos will be used as a tool at the disposal of the cooperative movement to promote a better understanding among policy makers of the potential of cooperatives for young people.

Features of the documentary will include how housing cooperatives operate, potential sectors and activities that can attract youth to form worker cooperatives, obstacles that youth can potentially deal with when establishing a cooperative and the reasons behind their "cooperative choice".

Interested firms/individuals should submit their proposals electronically in accordance with the language of the solicitation to the address specified. The proposals must be received no later than October 1, 2020.

Responding firms/individuals are advised that this solicitation does not in any way obligate Global Communities to make a contract award or compensate the responding firms for any costs associated with the preparation and submission of their proposals. Any questions or requests for information should be addressed in writing by no later than September 28, 2020, to procurementke@globalcommunities.org

Any information given to one prospective Offeror concerning this solicitation will be furnished to all such offerors as an amendment of the solicitation.

Please e-mail Global Communities at procurementke@globalcommunities.org of your intent to propose at the earliest practicable date, so that we may anticipate the number of proposals to be evaluated and so that you are also be included on any subsequent communications regarding this solicitation. In all correspondences kindly cc keconsultancy@globalcommunities.org

REQUEST FOR PROPOSAL (RFP)	
RFP NUMBER: RFP No. CLEAR/009/2020	ISSUE DATE: September 24, 2020
CLIENT: Global Communities	PROGRAM: Cooperatives Leadership Engagement Advocacy and Research (CLEAR)
PRURPOSE: CO-OPERATIVES CAPACITY BUILDING	
ISSUED BY: Global Communities/ Kenya Kyuna Close off Shazu Lane Spring Valley PO Box 1661 Sarit Centre Nairobi 00606 Kenya Tel: +254 (20) 2101312/3, Tel/Fax: +254 (20) 445-0153, (+254) 020-4450-153 (phone) www.globalcommunities.org	PROPOSAL DUE DATE: October 1, 2020 QUESTIONS DEADLINE: September 28, 2020
This Request for Proposal contains the following sections:	
Part 1	Instructions to Offerors
Part 2	Evaluation Factors for Award

Part 3	Statement of Work
Part 4 Annexes	Annex A – Budget Template

Part 1: Instructions to Offerors

I. GENERAL INSTRUCTIONS TO OFFERORS

- A. The Offeror is requested to submit a proposal directly responsive to the terms, conditions, and clauses of this RFP. Proposals not conforming to this solicitation may be categorized as unacceptable, thereby eliminating them from further consideration.
- B. Proposals must be received no later than, **October 1, 2020**. Proposals must remain valid for a minimum of sixty (60) days. The Offeror may submit its proposal by the following means:

Electronically - Internet email with up to 2 attachments per email compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment to: procurementke@globalcommunities.org and cc keconsultancy@globalcommunities.org

The overall proposal shall consist of two (2) physically separated parts, as follows: Volume I – Technical Proposal; and Volume II – Cost Proposal. Technical Proposals must not make reference to pricing.

- C. Alternative proposals will not be considered.
- D. Any proposal received in response to this solicitation will be reviewed strictly as submitted and in accordance with the evaluation criteria specified in Part 2, Evaluation Factors for Award.
- E. The person signing the Offeror’s proposal must have the authority to commit the Offeror to all the provisions of the Offeror’s proposal.
- F. Global Communities is not obligated to make an award or to pay for any costs incurred by the Offeror in preparation of a proposal in response hereto.
- G. The Offeror should submit its best proposal initially as Global Communities intends to evaluate proposals and make an award without discussions. However, Global Communities reserves the right to conduct discussions should it deem necessary.

- H. Proposals must be clearly and concisely written and must describe and define the Offeror's understanding and compliance with the requirements contained in STATEMENT OF WORK, which can be found in Part 3 of this RFP. The proposal should clearly address each of the evaluation factors set forth in Part 2. All pages of each volume (cost and technical) must be sequentially numbered and identified with the name of the Offeror and the RFP number.

II. SPECIAL RFP CONSIDERATIONS

- A. This RFP is open to interested Offerors that have the relevant work experience.
- B. The anticipated type of contract to be awarded under this solicitation is fixed price. For the purposes of cost analysis, Offerors must prepare a detailed budget in accordance with Subpart IV below "Instructions for the Preparation of the Cost Proposal."
- C. Unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective response to this solicitation are not desired and may be construed as an indication of the Offeror's lack of cost consciousness. Elaborate art work, expensive paper and bindings, and expensive visual and other presentation aids are neither necessary nor desired.
- D. Offerors are informed that Global Communities complies with U.S. Sanctions and Embargo laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit transactions with persons or entities that commit, threaten to commit or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. Global Communities/CHF shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible.

Firms or individuals that are included on the Excluded Parties List System (www.epls.gov) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFP.

III. INSTRUCTIONS FOR THE PREPARATION OF THE TECHNICAL PROPOSAL

- A. The Technical Proposal should provide a straightforward, concise delineation of how the Offeror intends to carry out and satisfy the requirements of the STATEMENT OF WORK found in Part 3 of this RFP. No contractual price information is to be included in the Offeror's technical proposal in order that it will be evaluated strictly on its technical merit.
- B. Technical proposals shall be limited to 10 pages in total. Pages in excess of 10 pages will not be read or evaluated. Detailed information should be presented only when required by specific RFP instructions. Items such as graphs, charts, tables may be used as appropriate but will be considered part of the page limitation. **Key personnel resumes, dividers, and past performance report forms are not included in the page limitation.** No material may be incorporated in the proposal by reference, attachment, appendix, etc. to circumvent the page limitation.

C. Technical Proposals shall be written in English, typed on standard A4 paper, single spaced, only 12 font type may be used, with each page numbered consecutively. Page margins shall be a minimum of one inch at the top, bottom and each side.

D. The technical proposal shall include the following elements:

1. Technical Approach

The Offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the STATEMENT OF WORK, specifically related to production of informational animated audio and video production. Technical Approach should include:

- Offerors understanding of the SOW.
- Proposed approach and methodology in the development of animated videos in reference to the SOW.
- Proposed work plan.

2. Team Composition and Qualifications

The Offeror shall identify in summary format the names and anticipated positions of the individuals proposed to perform the requirements described in the STATEMENT OF WORK in Part 3. The Offeror shall indicate the level of effort for each proposed person who will perform under the contract. The Offeror shall submit a complete and current resume/CV for each proposed professional employee (not exceeding 3 pages each) who will be carrying out the work if award is made. These resumes must clearly describe the individuals' education, experience, and professional credentials.

3. Organizational Capabilities

The Offeror shall describe and demonstrate the following:

Part 1. Capacity:

- a) Specialized competence the organization/individual possesses with regard to the requirements described in the STATEMENT OF WORK, including knowledge of and experience in developing educational productions materials for organizations.
- b) Capabilities in the timely mobilization of short-term technical assistance experts and teams.
- c) Organizational systems and procedures are adequate related to: personnel policies and recruitment, travel policies; financial management; project management; contract administration; progress reporting; and other areas in order to successfully comply with contract requirements and accomplish the expected results.

Part 2. Past Performance

The Offeror shall submit a list of all current contracts and subcontracts and those completed within the last three (3) years that are similar in size, scope and complexity to the STATEMENT OF WORK in this RFP. Additionally, for the three most recent similar contracts, the Offeror shall

provide the customer's name, contract number, contract value, current postal and e-mail addresses, telephone number for a currently available point of contact.

The list of current and previous contracts/sub-contracts shall be attached as an annex to the Technical Proposal, and will not count against the page limit.

The offeror is required to share at least three (3) working video links for the past assignments similar or related to the SOW.

IV. INSTRUCTIONS FOR THE PREPARATION OF THE COST PROPOSAL

- A. The Offeror must propose costs that it believes are realistic and reasonable for the work in accordance with the Offeror's technical approach. The Offeror shall provide a complete budget by the cost elements using *Annex A - Budget Template*.
- B. All cost and financial data should be fully supported, complete in every detail, and organized in a manner that facilitates review and permits cost analysis.
- C. The cost proposal should be aligned with the Schedule of deliverables and distribution of the Level of Effort as captured in the SOW document.
- D. The offeror **Must** attach the following documents:
 - a) Certificate of registration/incorporation for firms.
 - b) Copy of identity card for individual applicants
 - c) A copy of tax certificate (PIN)

Part 2: Evaluation Factors for Award

I. GENERAL – PROPOSAL EVALUATION

- A. Part 1 provides guidance to Offerors concerning the documentation necessary to conduct an informed evaluation of each proposal. The Offeror must furnish adequate and specific information in its proposal. A proposal may be eliminated from further consideration before a detailed evaluation is performed if the proposal is considered obviously deficient as to be totally unacceptable on its face or which prices are inordinately high or unrealistically low. In the event a proposal is rejected, the Offeror will be sent a notice stating the reason(s) that the proposal will not be considered for further evaluation.
- B. In conducting its evaluation of proposals, Global Communities may seek information from any source it deems appropriate to obtain or validate information regarding an Offeror's proposal.
- C. Competitive Range: If Global Communities determines that discussions are necessary, Global Communities may establish a Competitive Range composed of only the most highly rated proposals. Global Communities may exclude an offer from the competitive range if it is so deficient as to

essentially require a new technical proposal. Global Communities may exclude an offer from the competitive range so unreasonably priced, in relation to more competitive offers, as to appear that there will be little or no chance of becoming competitive. Global Communities may exclude an offer from the competitive range requiring extensive discussions, a complete re-write, or major revisions such as to allow an Offeror unfair advantage over those more competitive offers.

- D. Global Communities reserves the right to award one or more contracts under this RFP on the basis of initial offers without discussions or without establishing a competitive range.

II. BASIS FOR CONTRACT AWARD

- A. The evaluation factors presented below will serve as the basis upon which proposals will be evaluated. The relative weight accorded to each factor is expressed in points with 100 points possible.

	Criteria	Maximum Score/Points
Technical proposal	Technical approach	25
	Team Composition and Qualifications	15
	Organizational Capabilities(Capacity and past performance)	20
Cost proposal	Cost effectiveness in relations to services to be provided including reasonableness of proposed daily rates and the Overall cost competitiveness weighed against other technically responsive bids.	40
	Total Marks	100

Global Communities will evaluate all proposals received based on the above evaluation criteria. The review may include follow-up questions to offerors and/or face to face interviews. Global Communities will enter into negotiations with the Offeror that scores the highest number of points using the criteria above.

- B. Offerors are reminded that Global Communities is not obliged to award a contract on the basis of lowest proposed cost or highest technical evaluation score. Although for this procurement technical proposal merits are considered more important than cost relative to deciding who might best perform the work, cost factors and Global Communities prime recipient budget must also be considered. Therefore, after the final evaluation of proposals, Global Communities will make the award to the Offeror whose proposal offers the best value to Global Communities, considering both technical and cost factors.

Part 3: Statement of Work(SOW)

1. BACKGROUND ON PROJECT

Global Communities is implementing the USAID's E3 Bureau-funded Cooperative Leadership, Engagement, Advocacy & Research (CLEAR) program (2018-2023) that focuses on activities designed to support, enhance and modernize Kenya's cooperative ecosystem. CLEAR Program's strategic objectives include:

- a) Promote the adoption and implementation of cooperative legislation and policies that support and strengthen cooperative businesses in 25 counties.
- b) Strengthen the business acumen and performance of cooperative businesses while integrating and empowering youth and women within cooperative businesses structures.
- c) Improve understanding of the psychosocial behavioural impacts associated with membership in cooperative businesses and determine whether those behaviours contribute positively to household and community resilience strategies.

2. Purpose of assignment:

CLEAR Program seeks a video animation service provider capable of producing an animated video incorporating infographics, animated characters and narration. The service provider will develop a set of 3-4 minute animated and narrated informational video. The two videos' design should describe the worker cooperative business model and housing cooperative. The goal of the first video (Workers Cooperative) is to present the worker cooperative business model as a concrete tool in the hands of young people for improving their employment conditions and access to entrepreneurship. The second video is to present housing cooperatives as institutions that hold the key to affordable housing dreams.

The two videos will be established in a way to inform viewers about the critical role cooperatives play in achieving development goals and to introduce and educate viewers on the concept of workers' service cooperatives as a means of economic sustainability. The videos will be used as a tool at the disposal of the cooperative movement to promote a better understanding among policy makers of the potential of cooperatives for young people.

Features of the documentary will include how housing cooperatives operate, potential sectors and activities that can attract youth to form worker cooperatives, obstacles that youth can potentially deal with when establishing a cooperative and the reasons behind their "cooperative choice".

3. Consultant Responsibilities and Deliverables

- a) The video animator/firm will develop story guide/concept ideas that will inform the two videos. To achieve this, they will work together with the CLEAR team to decide on the flow of the stories.
- b) They will also develop a script that will be used to describe the characters, graphics where needed, voice over where necessary and photos/videos.
- c) The video animator/firm will be responsible in determining the creative direction of the animated videos and will be required to make video and audio revisions as requested by the CLEAR team and in the period stated and agreed upon by both parties.
- d) Deliver two (2) complete edited animated videos recorded in both English and Swahili and subtitles used where necessary. Video outcome should be in HD with some professional colour correction and video mastering.

- e) The video animator/firm will provide continuous updates with CLEAR team to ensure clear and concise messaging and appropriate artwork and animation to communicate concepts, data, and narrative.

4. Responsibility for Global Communities

- a) Brief the consultant on the expected task and provide any information required for the execution of the task
- b) Review consultant's deliverables/outputs e.g. Script, infographics, voice-overs etc.
- c) Pay agreed fees net of any applicable taxes.

5. Schedule of deliverables and distribution of the Level of Effort

The task is expected to be complete in 10 days distributed as follows:

Deliverable Number	Deliverable Description	Proposed Duration (days)
1.	Inception meeting with CLEAR team	0.5
2.	Development of story guide/concept ideas	1
3.	Script development	2
4.	Character development and animation	3.5
5.	Voice over artist and recording	1
6.	Final product development	2
Total number of days		10

6. Technical Qualification

The video animator/firm should demonstrate technical capability to produce video animations and infographics that incorporates illustrations of economic growth, people and communities, culture, demographics, geography and landscape.

The video animator/firm will be required to have;

- At least 3 years of experience working in assignments in the animation sector.
- Video samples showing the competence in the field.
- Demonstrate Excellent technical capacities and access to state of art animation and filming equipment to ensure smooth and high-quality production.

Part 4: Annexes

Annex A – Budget Template