

**REQUEST FOR PROPOSAL  
Video Production Consultancy**

**1. INTRODUCTION**

**1.1 Purpose**

The purpose of this Request for Proposal (RFP) is to invite prospective service providers to submit a quotation for the development of a series of advocacy videos in Dhivehi (amounting to 10 minutes in total) targeted at first-time voters. The RFP provides service providers with the relevant operational and performance requirements.

**1.2. Coverage & Participation**

Transparency Maldives (TM) reserves the right not to enter into any contract, to add and/or delete elements, or to change any element of the coverage and participation **prior to the award** without prior notification at any time without any liability or obligation of any kind or amount.

**2. GENERAL INFORMATION**

**2.1 The Organisation**

Transparency Maldives (TM) is a non-partisan organization that endeavours to be a constructive force in society by promoting collaboration and discussion on corruption, transparency, and accountability. TM seeks to engage with stakeholders from all sectors (government, business, political and civil society, among others) to raise awareness of corruption's detrimental effects on development and society, improve transparency and accountability in governance, and eliminate corruption from the daily lives of people.

Transparency Maldives received formal government registration in 2007, and is the National Contact of Transparency International in the Maldives.

**2.2 Schedule of Events**

The following tentative schedule will apply to this Request for Proposal (RFP), but it may change in accordance with TM's needs or unforeseen circumstances. Changes will be communicated by email to all service providers.

| Event                                | Date                    |
|--------------------------------------|-------------------------|
| Release of RFP                       | 28 February 2018        |
| Questions from Service Providers Due | 3 March 2018            |
| Answers from TM                      | 4 March 2018            |
| RFP Closes – All Bids Due            | 6 March 2018, 23:00 hrs |

### 3. PROPOSAL PREPARATION INSTRUCTIONS

#### 3.1 Service Providers' Understanding of the RFP

In responding to this RFP, the service provider accepts full responsibility to understand the RFP in its entirety, and in detail, including making any inquiries to TM as necessary to gain such understanding. TM reserves the right to disqualify any service provider who demonstrates less than such understanding. Further, TM reserves the right to determine, at its sole discretion, whether the service provider has demonstrated such understanding. Such disqualification shall be at not fault, cost, or liability whatsoever to TM.

#### 3.2 Good Faith Statement

All information provided by TM in this RFP is offered in good faith. Individual items are subject to change at any time. TM makes no certification that any item is without error. TM is not responsible or liable for any use of the information or for any claims asserted there from.

#### 3.3 Communication

Apart from the verbal communication that shall take place during the Information Session as per Schedule of Events in 2.2, other verbal communication shall not be effective unless formally confirmed in writing by a TM staff in charge of managing this RFP process. In no case shall verbal communication govern over written communication.

**3.3.1 Service Providers' Inquiries** Applicable terms and conditions herein shall govern communications and inquiries between TM and service providers as they relate to this RFP. Inquiries, questions and requests for clarification related to this RFP are to be directed in writing to:

Sara Naseem  
[sara.naseem@transparencymaldives.org](mailto:sara.naseem@transparencymaldives.org)

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

- Questions concerning this RFP must be submitted in writing.
- Service providers shall recommend to TM any discrepancies, errors, or omissions that may exist within this RFP. With respect to this RFP, service providers shall recommend to TM any enhancements, which might be in TM's best interests.
- Inquiries about technical interpretations must be submitted in writing.

**3.3.3 Addenda** TM will make a good-faith effort to provide a written response to the questions or request for clarification that requires addenda per the Schedule of Events in 2.2.

#### 3.4 Proposal Submission

It is mandatory for service providers to send a proposal and a budget in electronic copy via email to [sara.naseem@transparencymaldives.org](mailto:sara.naseem@transparencymaldives.org) on or prior to 23:00 hrs on 6 March 2018.

#### 3.5 Criteria for Selection

TM will evaluate bids based on the following criteria:

|  |     |
|--|-----|
| Financial Proposal   | 20% |
| Candidate Capacity <ul style="list-style-type: none"> <li>• Experience on branding, visual identity and public awareness or</li> </ul> | 40% |

|  |     |
|--|-----|
| <p>similar project</p> <ul style="list-style-type: none"> <li>• Experience on producing advocacy pieces or similar projects</li> <li>• Organisation of the team and roles and responsibilities</li> <li>• Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments</li> </ul> |     |
| <p>Candidate Experience</p> <ul style="list-style-type: none"> <li>• Previous experience with similar projects</li> </ul> <p><i>Please note: service providers must provide samples of projects and reference contacts. If URLs are submitted, only links that are live will qualify during evaluation.</i></p>                            | 40% |

### 3.6 Selection & Notification

Service providers determined by TM who possess the capacity to compete for this contract will be selected. The selected provider will be notified. Those service providers not selected for the negotiation phase will not be notified.

## 4. SCOPE OF WORK & GUIDELINES

### A. Objectives and expected outputs:

The Contractor shall develop a series of advocacy videos in Dhivehi (amounting to 10 minutes in total) on the following topics:

- a) History of democracy in the Maldives (2003 – present)
- b) Youth activism and political participation
- c) Young people’s attitude towards party politics

As the intended audience is first-time voters, these videos will be used for TM’s civic and voter education initiatives in community outreach and in the media/social media.

### B. Expected activities and deliverables:

#### Stage 1: Preparation and Planning

- Develop a detailed work plan with clear timeline, milestones, and responsibilities.

#### Stage 2: Script Writing and Storyboarding

- Provide TM with a script, in Dhivehi, along with corresponding production approaches/technologies that would be used.
- Provide TM with a storyboard consisting of drawings of key scenes with corresponding notes, such as dialogue, sound/visual effects, infographs, and music.

#### Stage 3: Producing videos

- Develop and implement the production and shooting for the scenes for the finalised script.
- Edit and review the footage with the involvement of TM.
- Provision of subtitles in English.
- Provision of final product. Videos must be of high quality and in a format(s) that is suitable for broadcasting and online usage.

## 5. FUNCTIONAL REQUIREMENTS

The Contractor is expected to start the assignment on 8 March 2018 for a period of 4 weeks.

## 6. FORM/CONTENT OF THE RESPONSE

Service providers must provide the following information in order for their proposal to be considered. Both individuals or teams may submit proposals.

### 1. Details about the service provider

- Names and qualifications of the key personnel that will perform the services indicating who is team leader, who are supporting, etc.
- CVs demonstrating qualifications.

### 2. Proposed timeline for the Scope of Work set out in Section 4

- Time frame will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.

3. Evidence of successful completion of a project of a similar size and complexity. Please provide samples of projects and reference contacts. If URLs are submitted, only links that are live will qualify during evaluation.

## 7. BUDGET & ESTIMATED PRICING

Service providers are required to fill out the following cost breakdown. Pricing must be in Maldivian Rufiyaa. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation. Technical Specification must be shown per each item.

| No. | Item Description | Technical Specifications | QTY | Unit | Total     |
|-----|------------------|--------------------------|-----|------|-----------|
| 1.  |                  |                          |     |      |           |
| 2.  |                  |                          |     |      |           |
| 3.  |                  |                          |     |      |           |
|     |                  |                          |     |      |           |
|     | Total            |                          |     |      | MVR _____ |

## 8. ADDITIONAL TERMS & CONDITIONS

### 8.1 Non-Disclosure Agreement

TM reserves the right to require any respondent to enter into a non-disclosure agreement.

### 8.2 Costs

The RFP does not obligate TM to pay for any costs, of any kind whatsoever, which may be incurred by a respondent or any third parties, in connection with the Response. All Responses and supporting documentation shall become the property of TM, subject to claims of confidentiality in respect of the Response and supporting documentation.

### **8.3 Intellectual Property**

The respondent should not use any intellectual property of TM including, but not limited to, all logos, registered trademarks, or trade names of TM, at any time without the prior approval of TM, as appropriate.

### **8.4 Respondent's Responses**

All accepted Responses shall become the property of TM and will not be returned.

### **8.5 Partial Awarding**

TM reserves the right to accept all or part of the quotation when awarding the purchase order.

### **8.6 No Liability**

TM reserves the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability.

TM shall not be liable to any respondent, person, or entity for any losses, expenses, costs, claims or damages of any kind:

- Arising out of, by reason of, or attributable to, the respondent responding to this RFP; or
- As a result of the use of any information, error, or omission contained in this RFP document or provided during the RFP process.

### **8.7 Entire RFP**

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

***End of RFP***