



**Request for Quotations (RF)Q No. CFP-714
Production of Promotional Video**

Release Date: 03.03.17

For: Community Forests Program

Contractor: BioCarbon Partners (BCP) – Community Forests Program

Funded by: United States Agency for International Development (USAID),
Cooperative Agreement No. AID-611-14-00001

SECTION 1: INTRODUCTION

Overview and General Background

The Community Forests Program (CFP) is a USAID funded project jointly implemented by Forestry Department, Department of National Parks and Wildlife Services and BCP. The CFP aims to facilitate the implementation of Reducing Emissions from Deforestation and forest Degradation (REDD+) activities across a minimum of 748,000 hectares of forest within the Zambezi and Luangwa Valley ecosystems in Zambia.

The Work Plan for the CFP clearly states that BCP will need to be able to sustain its activities through the sale of Forest Carbon Offsets by February 2019 when USAID funding ends. Video is an excellent marketing tool to tell BCPs story, and inspire companies and individuals to buy offsets from BCP.

The CFP is seeking a video production company or individual that can film and produce a short 3 - 6 minute video to market CFP activities (this includes Lower Zambezi REDD+ Project), and with the principle objective of increasing offset sales to both individuals and companies.

SECTION 2: INSTRUCTIONS TO OFFERORS

1. **Quotation and Proposal Submission Deadline:** Quotations and proposal and must be received no later than **5:00PM on Friday, March, 31st 2017** by email. All submissions must be emailed to jobs@biocarbonpartners.com. Please reference the RFQ No. 714 (**CFP RFQ_714**) in any response to this RFP. Submissions will only be reviewed if they have completed Sections 3, 4, and 5 below.

2. **Source/Nationality:** All goods and services supplied under this order must meet **USAID Geographic Code 935** (any area or country but excluding prohibited sources) in accordance with the US Code of Federal Regulations (CFR), [2 CFR §200](#) and [ADS 310](#). The cooperating country for this RFQ is Zambia.

Under no circumstances may items or items with components from the following countries be purchased: Burma [Myanmar], Cuba, Iran, North Korea, Syria, North Sudan.

3. **Descriptive Proposal:** Submissions must include a detailed description of the proposed video and production. This can include a script or storyboards. The submission must also include the type of equipment that is proposed to be used, as well as a pre and post production plan, timeframe and delivery of video (ie, in HD digital file or other). Additional information about the video production company / individual is also encouraged.
4. **Portfolio of Work:** Provide a portfolio showcasing 4 to 6 videos. Links to YouTube, Vimeo, and a production company website can be submitted. For each video in the portfolio, provide the title of video, length, and a short summary (4-6 sentences).
5. **Financial Proposal and Quotations:** All submissions must prepare a separate, detailed Financial Proposal with Quotations that shows the proposed costs of the activity. BCP will use the Financial Proposal to establish that the costs are reasonable. The Financial Proposal will serve as a basis for negotiating the contract. The budget submitted shall stipulate pre and post production costs as well as travel, transportation, and accommodation costs. All costs should be expressed in USD.
6. **Brand Names:** Specific brands and/or models indicated—while often preferred—are for description only. An equivalent substitute, as determined by the specifications, will be acceptable.
7. **Delivery:** Delivery terms are stated in section 3. The delivery estimate presented in an offer in response to this RFQ must be upheld in the performance of any resulting contract.
8. **Quotations:** Prices must be including all incidental costs like transport and accommodation etc; offers must remain valid for not less than thirty (30) calendar days after the offer deadline.

Any purchase order issued by BCP on behalf of the USAID funded Community Forests Project, is free and exempt from any taxes, tariffs, duties, or other levies imposed by the laws in effect in Zambia. Offerors shall not assess any cooperating country taxes, duties, levies, etc. from which this USAID program is exempt.

9. **Eligibility:** By submitting an offer in response to this RFQ, the offeror certifies that it and its principals are not debarred, suspended, or proposed for debarment by the U.S. Government. BCP will not award a contract to any firm or firms' principals who are debarred, suspended, or proposed for debarment by the U.S. Government.

10. **Negotiations**: Best-offer quotations are requested. It is anticipated that awards will be made on the original quotations and proposal. However, BCP reserves the right to conduct negotiations and/or request clarifications prior to awarding a contract.
11. **Evaluation and Award**: The award will be made to a responsible offeror whose offer follows the RFQ instructions, meets the source/nationality requirements, and is judged on its descriptive and financial proposals.
12. **Terms and Conditions**: This is a Request for Quotations only. Issuance of this RFQ does not in any way obligate BCP or USAID to award a purchase order, nor does it commit BCP or USAID to pay for costs incurred in the preparation and submission of a proposal.

This solicitation is subject to BCP's standard terms and conditions. Any resultant award or purchase order will be governed by these terms and conditions. Please note that BCP standard payment terms are net 30 days after receipt and acceptance of any commodities/deliverables.

SECTION 3: LETTER OF TRANSMITTAL

The following cover letter must be completed and submitted in any offer:

To: BioCarbon Partners (BCP)
PO Box 50830
Plot 1288, Mambilima Rd.(Off Lagos Road)
Lusaka, Zambia
Attention: Grants Manager

Subject: Proposal from xxx
Reference: RFQ no. CFP-714

Date: March 2017

(Name of vendor) hereby proposes the attached offer to perform all work required to complete the scope of work as described in the above referenced RFQ. Please find attached our offer, as called for in the RFQ.

We hereby acknowledge and agree to all of the terms and conditions, special provisions, and instructions included in the above referenced RFQ. We further certify that (name of vendor), as a firm—as well as the firm’s principal officers and all commodities and services offered in response to this RFQ—are eligible to participate in this procurement under the terms and conditions of this solicitation and under USAID regulations.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

Name of vendor
Company Name

Name and title of authorized representative

Signature

March, 2017
Date

SECTION 4: OFFEROR'S SUMMARY SHEET

The following information must be completed and submitted in any offer:

- I. Name of Offeror:
DUNS No.:(If applicable)
Address:
Telephone/Fax No.:
Offeror Country of Nationality:
- II. International warranty on all commodities? (If applicable) ___yes ___no

Copy of warranty terms/conditions included? (If applicable)
___yes ___no

How many years for the warranty? (If applicable) _____ years
- III. Authorized agent in COUNTRY for service, warranty, etc., if applicable:
A. Name(s):
B. Address(s):
C. Telephone No.(s): Fax No.(s):
D. Contact:
- IV. Source of equipment
The offered equipment will be shipped from: _____
- V. Delivery time

TOTAL delivery estimate (after receipt of order) _____ calendar days
(NOTE: Delivery data must be honest, accurate, and upheld in any resulting order.)
- VI. Total price USD _____
(NOTE: A breakdown of costs must be included as an attachment.)

(insert company name) _____
Company Name

(insert name and title) _____
Name and title of authorized representative

Signature

(insert date) _____

SECTION 5: SCOPE OF WORK (SOW)

This Scope of Work is to lay out clearly and concisely the objective of BCP producing a video; what information we want the video to contain, who our audience is, and what message we need the video to deliver in order to be successful and result in increased interest in our activities and increased sales of forest carbon offsets. Our international partners and brokers have also stipulated that video is a valuable marketing tool that would bring additional benefit to us in terms of increased exposure, understanding of what we do and offset sales.

Overall objective:

Develop one (1) video that will be used to help BCP sell forest carbon offsets by clearly and simply explaining our story, our work, our impact, and how individuals and corporations can play a part in combating climate change through BCP. This video will be a documentary style.

1. Who we are and what we do.
2. Sell our story including a short brief on the CEO (interview) and what makes BCP different/innovative.
3. How we partner with communities and how communities are benefitting. Sell the smile on a child's face or an adult that now benefits from a noble and satisfying livelihood activity through interviews and footage of community members and BCP staff.
4. The protection of iconic African wildlife species such as lion, elephant, leopard and wild dog. Footage to feature in the documentary.
5. Overall benefits: Climate change, communities, biodiversity. Additional benefits of our work: employment for local people, increased knowledge of the value of forest resources; more stable climate from curbed deforestation; access to improved healthcare and education facilities, fresh running water.

1. Tasks & Deliverables:

The video production company or individual will be responsible for the following:

1.1. Tasks

- a) Work with the Sales Marketing and Communications (SMC) team to develop a basic outline of a script and get technical feedback from them on the work and impacts.
- b) Travel to two project sites, Lower Zambezi REDD+ Project and Mfuwe to capture footage and interviews
- c) Collect footage of the forest and its destruction with a drone
- d) Edit the footage into a short 3 - 6 minute documentary type of film.

1.2. Deliverables

- a) (1) HD digital video edited down to 3 - 6 minutes in length, with appropriate branding that can be uploaded online. BCP retains copyright of the produced material.
- b) Deliver filmed footage to BCP.

2. Timing

The initial production and filming to capture footage shall take place over the course of a week or less as agreed with BCP at Lower Zambezi REDD+ Project and Mfuwe sites. This

will be followed by an additional month or less of post-production and editing before being released online.

3. Level of Effort

The Sales, Marketing and Communications (SMC) team will assist the video production company with developing the script with the key messages. The SMC team will further assist the producers by helping choose locations, logistics and selecting people to be interviewed both from BCP and the local community. This will be done in collaboration with the Community Engagement Team at the Lower Zambezi REDD+ Project and Mfuwe sites. Post production and editing will take place offsite.

4. Reporting Relationships and Key Personnel

The video production company will collaborate directly with the Sales, Marketing and Communications Officer, Heather Altherr as the principle point of contact.