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**REQUEST FOR PROPOSAL**

# CONSULTANCY FOR AN AUDIOVISUAL CREATIVE AGENCY

# CLIENT: AGRA

AGRA reserves the right to determine the structure of the process, number of short-listed participants, the right to withdraw from the proposal process, the right to change this timetable at any time without notice and reserves the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party.

## Synopsis of the Request for Proposal

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| Title of Solicitation | CONSULTANCY FOR AN AUDIOVISUAL CREATIVE AGENCY |
| Reference Number | **RFP AGRA-NB-1028** |
| Issuing Office & Address | AGRA  Website: [www.agra.org](http://www.agra.org/) |
| Contracting Office | AGRA Nairobi, Kenya |
| Point of contact for clarifications, questions and amendments | 1. Via Oracle system (send a message) or 2. Via email to AGRA General Procurement, [Procurement@agra.org](mailto:Procurement@agra.org) or 3. Call (+254) 0703 033441 |
| Email Address for submission of Proposals/Quotes | AGRA General Procurement,  [Procurement@agra.org](mailto:Procurement@agra.org) |
| Bid Submission | Electronically, via Oracle system |
| Confirmation of Interest to bid for the consultancy | Interested consultants/bidders are requested to register on the link below by close of business March 17th, 2023. Any additional communication will be shared with those that will have registered on the link below.  For Registration Link click: [**HERE**](https://forms.office.com/r/vksmZR0XFZ) |
| Type of Consultant | Consultancy Firm |
| Type of Contract | Framework Agreement |
| Anticipated Award Type | **Consultancy Agreement for a one-year contract, renewable twice.** |
| Selection Method | Quality and Cost Based Selection (QCBS) |
| Weight of Technical Vs Financial Proposal | Technical proposal: 90%  Financial proposal: 10% |
| Submission Requirements and Evaluation Criteria | **Mandatory Documents Required**   1. Trading license or Certificate of incorporation or Certificate of Registration 2. Valid tax clearance certificate (Applicable to firms originating from Kenya, Rwanda, Ghana, Tanzania, and Mozambique).   **Evaluation Criteria**   1. Organizational Capacity ….......................................................10% 2. Experience in similar assignments ………………………………….25% 3. Proposed approach, methodology and workplan…...............25% 4. Experience and Qualification of key personnel …......................40%   **Total: ….......................................................................................100%**  **NB.**   1. **Minimum technical pass mark for technical evaluation is 75%** 2. **AGRA will negotiate with the firm that attains the highest combined technical and financial score above 75%.** |

1. **Background and Context**

Established in 2006, AGRA is an African-led and Africa-based institution that puts smallholder farmers at the center of the continent’s growing economy by transforming agriculture from a solitary struggle to survive into farming as a business that thrives. Together with our partners, we are working to sustainably grow Africa’s food systems.

AGRA strengthens seed systems, develops, and promotes sustainable farming practices, helps unlock trade and markets, and supports governments who lead their countries’ development. We work with farmers to adapt to climate change, increase soil health, and protect the environment. AGRA believes deeply in the urgency of reducing the inequality that women face in agriculture, and to unlocking the power and innovation of youth.

More information: <https://agra.org/>

1. **Objective**

We are looking for a creative audiovisual agency to provide videography services to enhance AGRA’s public positioning and influence through proper positioning and articulation to strengthen the function and deliver on critical priorities the Communications Unit.

1. **Scope of Work**

The consultancy will include but not be limited to the following tasks:

1. **Provide Photography and Video Coverage for AGRA events:**
2. Half day event - Resources: 1 Video camera, 1 still photographer
3. One-day event - Resources: 1 Video camera, 1 still photographer
4. One-day event – Resources: 2 or more video cameras, 2 or more still photographers
5. One-day event – Resources: 2 or more video cameras, 2 or more still photographers, live video editing
6. One-day event – Resources: Any of the three categories above with live streaming.
7. Workshops and conferences (2- 6 days) – Resources: 2 or more video cameras, 2 or more still photographers
8. Workshops and conferences (2- 6 days) – Resources: 2 or more video cameras, 2 or more still photographers, Live video editing
9. Workshops and conferences (2- 6 days) – Resources: 2 or more video cameras, 2 or more still photographers, Live video editing, live streaming.
10. **Develop AGRA documentaries as needed from storyboard to final product.**
11. 3-5-minute products using file material.
12. 3-5-minute products using file material and additional b-rolls.
13. 3-5-minute products using fresh footage.
14. 5-9-minute products using file material.
15. 5-9-minute products using file material and additional b-rolls.
16. 5-9-minute products using fresh footage.
17. 10-15 - minute products using file material.
18. 10-15-minute products using file material and additional b-rolls.
19. 10-15-minute products using fresh footage.

\*Including voice over and stock music

1. **Develop short videos from storyboard to final product.**
2. 0-30 sec products using file material.
3. 0-30 sec products using file material and additional b-rolls.
4. 0-30 sec products using fresh footage.
5. 30sec to 1.5-minute products using file material.
6. 30 sec to 1.5-minute products using file material and additional b-rolls.
7. 30 sec to 1.5-minute products using fresh footage.

\*Including voice over and stock music

1. **Develop Animations, info graphics and motion graphics to communicate AGRA’s work from storyboard to final product and / or for integration into AGRA TV commercials and documentaries.**
2. 0-30 sec products.
3. 30 sec -1-minute products.
4. 1 – 2-minute products.
5. 2 – 5-minute products.
6. 5 – 8-minute products.

\*Including voice over and stock music 3

1. Firms required skills and experience.
2. The firm should have been in operation for the last ten (10) years, with proven experience in video production and FCPX editing, and audio-visual production.
3. The firm should have core staff with a minimum of ten (10) years of working experience in audio-visual production.
4. Proven track record for story telling through production of video content, podcasts, live event coverage, cross border (continental, global) collaborative virtual events.
5. Experience with development work projects is an added advantage.
6. **Technical / Software Requirements:**
7. Must have modern audio-visual equipment – camera, edit suit.
8. Video editing software e.g., Adobe Premier or Finacut pro.
9. Scripting software – Celtex.
10. Project Planning e.g., Team Gantt.
11. Event Streaming & Management e.g., VMix, OBS or Zer Density.
12. Animation Software e.g., Adobe After.
13. Must have studio and production capacity.
14. **License and insurance**
15. Firm must have all applicable insurances and licenses to operate.
16. **Equipmen**t **required:**
17. Own at least 5 broadcast grade cameras, PTZ Robotic Camera setups which would cater for sensitive environment e.g., Internal meetings.
18. Lighting equipment.
19. Sound equipment, fully decked portable podcast studios, event screens, live production studios and postproduction facilities.
20. **Financial stability**
21. Company must have stable financial position, tax compliance, demonstrate ability to produce project on time and within budget.
22. **References**
23. Firms must submit at least 4 references from previous/current clients who can attest to this quality of work.
24. **Staffing/ Resources**
25. Company must have necessary full-time staffing to complete the project.
26. **Quality Assurance**
27. Firms must demonstrate having a quality assurance process in place.
28. **Duration**

The assignment will last for a period of Twelve (12) months, AGRA will sign a framework contract with the successful firm(s) and work will be assigned on a need basis.

1. **Institutional Arrangement and Reporting**

In carrying out this assignment, the consultant will be supervised directly by AGRA represented by the Senior Communications Officer and will work closely with Communications team and other relevant members of AGRA.

1. **Selection Criteria.**

Interested firms shall be evaluated against the following technical criteria:

* 1. Organizational Capacity …............................................................................................10%

1. Company profile, company accreditations and certifications.
   1. Experience in similar assignments ……........................................................................25%
2. Meet requirements as outlined under experience of the firm.
3. Detailed reference list indicating the scope and magnitude of similar assignments carried out.
   1. Proposed approach, methodology and work plan......................................................25%
4. Understanding of the project/assignment requirements, practicality of the proposed methodology relative to the context of the assignment, proposed work plan, staffing schedule, risk assessment and mitigation strategies integrated into the assignment, planning, appropriateness of the implementation schedule to the project timelines and project quality assurance measures.
   1. Experience and Qualifications of key personnel…............................................................40%

Roles listed below are recommended but not limited.

1. Team Leader / Project Manager
2. Creative Director
3. Art Director
4. Videographer
5. Photographer
6. Client Services

Total Score…..................................................................................................... .....................100%

Note:

* Minimum technical score – 75%
* Method is Quality and Cost Based Selection (QCBS)
* Weightage; Technical proposal - 90% and financial proposal - 10%.

1. **Copyright**

All materials / documents arising out of this consultancy work shall remain the property of AGRA.

1. **Application Submission Requirements**
2. **Technical proposal**
   * 1. Company profile, Certifications, and accreditations.
     2. Proposed Methodology, approach, understanding of the TOR and workplan with clear timelines.
     3. Detailed reference list indicating the scope and magnitude of similar assignments carried out.
     4. Proposed key staff, their roles including their CVs, academic and professional certificates.
     5. The technical proposal should be comprehensive yet brief e.g., in PowerPoint. CVs, copies of academic certificates and other supporting documentation may be attached as annexes.
     6. The technical proposal shall be attached on the oracle system.
3. **Financial Proposal.**
4. The firm shall indicate on oracle (under ‘’***Lines’’*** section) the total annual applicable fees for carrying out the assignment. These shall include the sum of professional fees, reimbursements and applicable Kenyan taxes. A VAT of 16% will apply to firms registered in Kenya. For firms not registered in Kenya, the applicable WHT tax will apply.
5. The detailed financial proposal shall be attached on the system and should include the monthly retainer fee as well as the total annual fees.
6. Reimbursable expenses will be reimbursed based on actual cost incurred and upon submission of receipts.
7. If the financial proposal is silent on taxes, AGRA shall assume that these are inclusive.
8. Prices must be quoted in USD ($). Contracting will be in USD and bidders are encouraged to have a USD bank account.
9. Please note that the oracle system will seal the financial proposals until the technical evaluation is completed. Financial proposals will not be opened until the conclusion of the technical evaluation and then only for those proposals that meet the minimum technical score of 75%.
10. **GUIDELINES FOR PREPARATIONS AND SUBMISSION OF PROPOSALS.**
11. The Proposals shall be prepared in English Language.
12. The proposals SHALL be submitted via oracle system by the deadline indicated in the system.
13. The technical proposal shall comprehensive yet brief. CVs, certificates, and other supporting documents should be added under annexes.
14. The proposal and ALL Attachments submitted via oracle system SHALL NOT exceed 10MB.
15. VALIDITY of the proposal shall be for a period of 90 days from the date of bid closure.
16. The detailed financial proposal shall be sent as a separate attachment.