



Request for Proposal

Video Production and Design Services Assignment

Date of Announcement: August 15th, 2018

Date of Submission: August 30th, 2018

Period of Performance: September 2018

Email to: Rasha Abuhamdia: projectofficer@edama.jo

- About EDAMA:

EDAMA is a Jordanian business association which aims to create and foster mature Energy, Water and Environment sectors that advance Jordan's movement towards a green economy. To establish Jordan's energy independence, water security, and environmental well-being, EDAMA aims to provide an enabling environment for export opportunities - in the form of marketable Energy, Water and Environment solutions and technical expertise - to emerge and flourish.

1. Assignment Description

Under the EU funded SwitchMed project EDAMA Association for Energy, Water and Environment is working on a project in collaboration with the Ministry of Environment and the United Nations Environment Programme (UN Environment) to train relevant stakeholders on sustainable waste management and show the benefits of utilizing sustainable consumption and production concepts. The project consists of two components:

- First Component: Improving solid waste management in Aqaba hotel industry; phase one and phase two.



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- **Second Component:** Developing a national solid waste management training program to train relevant stakeholders.

EDAMA Association is seeking an experienced third party to design, edit, and produce three (3) to four (4) minutes long video for the visibility of the mentioned project.

2. Terms of Reference:

a. Purpose:

The overall purpose of this assignment is to establish the visibility of the mentioned project to local stakeholders and international stakeholders, as well as the funding and implementing organizations.

b. Concept Requirements:

Following thorough project's description, purpose, activities, challenges and deliverables, the video produced must deliver information about how the mentioned project was executed, identify main activities and key results, explain the challenges faced and the alternative



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solutions, and highlight the importance of implementing such project and encourage audience to maintain its purpose.

The scope includes but is not limited to:

- Meeting with stakeholders and/or high-level personnel related to the project in Amman or Aqaba;
- Video production planning
- Writing and scripting outline
- Performing interviews
- Editing films
- Suggesting several approaches for the video script;
- Submitting drafts for revision and/or modifications;
- Implement any feedback and comments
- Create and submit the final video

c. Technical Requirements:

- Video should be between 3 to 4 minutes long; with short highlights (30 seconds) taken from the video to be presented as separate videos;



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- Video will include live action/filming;
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- Video must include music, creative graphics and a voiceover to be determined within the workplan;
- Video must be in high definition;
- Video must be broadcast quality;
- Video must be able to be reduced in size without sacrificing quality;
- Video's format must be able to be used on websites of the parties involved in the project as well as through multiple video and social media platforms while maintaining its high definition.



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d. Assignment activities, outcomes and timeline:

	Activity	Person/Staff in Charge	Location	Expected Results/Outcomes	Means of Verification/notes	Calendar day(s)
1.	Gaining a clear understanding of the project's activities, key results, challenges and overall purpose	Video Designer	Amman	Understanding of the message to be delivered in the video	Designer receiving project's documents (list of activities and implementation summary)	4



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2.	Type of video suggested and demonstrated to EDAMA (e.g. whiteboard animation, 3D animation, typography, a mix of two types, or else)	Video Designer EDAMA's approval	Amman	Determining most adequate/interactive type of video that will deliver the message properly	EDAMA's approval of a specific video type (e-mail, meeting)	5
3.	Script drafted and presented to EDAMA for revision and/or modifications	Video Designer EDAMA's approval	Amman	Draft of the script	EDAMA's approval (e-mail or meeting at EDAMA's office)	12



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4.	Script finalized as per EDAMA's comments and modifications and presented for approval	Video Designer EDAMA's approval	Amman	Script finalized	Script sent to EDAMA via email	4
5.	Background music suggested to EDAMA	Video Designer EDAMA's approval	Amman	Determine Video's background music	EDAMA receiving the approved music via e-mail with the proper licensing	7
6.	Sample of the final video presented to EDAMA for approval	Video Designer EDAMA's approval	Amman	Ensure the video coincides with the chosen criteria and overall purpose	EDAMA's approval (e-mail, meeting)	TBD upon determining type of Video



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7.	Video finalized and presented to EDAMA	Video Designer	Amman	Visibility video produced for the mentioned project	EDAMA's approval through a meeting	TBD upon determining type of Video
8.	Video successfully uploaded to the concerned websites and social media platforms maintaining quality	EDAMA	Amman	Ensure video's format and quality is as agreed on	Designer receiving final payment	Two weeks after final approval of the video produced



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- It is anticipated that the video will be developed and posted on the Internet or shared by the parties involved in the mentioned project as appropriate;
- The video must be shot in high definition and submitted in a format for the parties involved in the project to use for future social media initiatives;
- Purchased music may be required. A voice-over/narration will likely be required, to help briefly explain aspects of the project and where possible interviewees to explain some aspects of the project;
- The Video Producer will be required to secure its own production facilities and equipment. Any assignment or subcontracting by the selected video producer for the work to be performed, or goods and/or services to be provided, in whole or in part, and any other interest in conjunction with this request for proposal, shall not be permitted without the express written consent of EDAMA;



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- The Video Producer shall hold himself/herself available to render and shall render at the request of EDAMA and the services set forth in the scope of work above for the benefit of EDAMA. Contractor will maintain, for the duration of the Contract, any certificate or license required by law to perform the services required by this RFP;
- The Video Producer shall be responsible for the purchase and use of all equipment necessary to perform the services of this RFP;
- The Video Producer must not use the video as his/her own property;
- Any publishing of the video must be approved by EDAMA's written consent.



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3. Eligibility Requirements

Applicant must meet all the following eligibility requirements:

- Applicant must have relevant expertise in videos design and production, preferably similar to the mentioned requirements;
- Applicant may be either individual or consortium of Individuals;
- Each proposal must comply with all the criteria in the RFP; proposals not meeting all criteria will be considered non-responsive and may be rejected;



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- The financial proposal should show the cost per activity in both Jordanian Dinar and US dollar.

4. Proposal Submission

This section details the submission documents that are expected to be transmitted by the applicant to EDAMA in response to this RFP. The submission will become the basis on which EDAMA will judge the applicant's ability to perform the required services as laid out in the RFP.

The proposal must communicate an understanding of the scope and deliverables of the RFP and describe how the tasks are to be performed. The proposal submitted in response to this RFP must include the following documents:



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1. Technical Proposal: (Organize and label sections accordingly)

- a. Cover page: includes applicant's name, contact information, biography and proposal summary;
- b. Assignment Narrative Plan: communicates an understanding of the scope and deliverables of the RFP's proposed plan/schedule, commitment to the scope of the assignment and overall timeline and description of equipment required for the assignment;
- c. Qualifications: resumes and/or summary biographies of the applicant with detailed description of their roles related to the assignment;
- d. Related Experience: evidence of successful services of similar concept to the assignment with reference for whom work was performed, including samples of relevant video(s) production.



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2. Financial Proposal:

The proposed budget should include a breakdown of fees in USD and JOD.

- If the production of the script and/or video demands visit(s) to Aqaba, all its travel expenses and periderms will be compensated for by EDAMA and should not be included in the financial proposal of the applicant.



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Important Deadlines

Date of Announcement	August 15 th , 2018
Date of Proposal Submission	August 30 th , 2018
Date of Awarding	September 3 rd , 2018

5. Selection Criteria

- a. Technical proposal (60%)



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1. Demonstrated experience in creative video development, production and postproduction. (35%)
 2. Clear understanding of the purpose and the scope of this assignment. (25%)
- b. Proposed price and expected timeline for completing the project. (40%)
- The payment schedule will be based upon deliverables to be determined during the award stage.

The proposal should be submitted via email to Rasha AbuHamdia (Projects Coordinator) at: projectofficer@edama.jo.



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6. Disclaimers

- a. EDAMA may cancel solicitation and not award;
- b. EDAMA may reject any or all responses received;
- c. Issuance for solicitation does not constitute award commitment by EDAMA;
- d. EDAMA will not compensate offerors for response to solicitation;
- e. EDAMA reserves the right to issue award based on initial evaluation of offers without further discussion.