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# REQUEST FOR PROPOSAL

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BALADI ATYAB – BUY LOCAL CAMPAIGN  
FILMING AND PRODUCTION OF CREATIVE SHORT VIDEOS  
USING LOCAL PRODUCT

RFP# PTC-023-05-2019

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## 1. BACKGROUND

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The Palestinian Trade Center (PalTrade), in partnership with the Oxfam implementing Baladi Atyab (buy local campaign). The campaign funded by different market development projects that support market development and governance system in the agricultural sector, particularly in the fruit and vegetable sector in the interest of small scale producers (SSPs) and sharecropping farming communities working in the West Bank and Gaza Strip, thus leading to a sustainable agricultural practice and a sustainable increase in their income levels.

This RFP comes under the projects, Developing Equitable Agricultural Production and Market Systems for Resilient Economic Development in the occupied Palestinian Territory funded by Sida-Swedish International Development Cooperation Agency and Improving Palestinian small and Enhancing the long term profitability of small scale farmers and producers (AMENCA 3) funded by Australian Government and Trade (DFAT).

Baladi Atyab campaign aims at raising awareness of the quality and availability of Palestinian products in the Palestinian market and the need to influence the purchasing patterns of the Palestinian consumer to offer the option of purchasing the Palestinian product on other non-Palestinian products available in the Palestinian market. Which will result in a sustainable rise in income, which will help boost the profitability and productivity of SSP and cooperatives.



## PURPOSE STATEMENT

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Oxfam is working on a national buy local campaign jointly funded by different donors focusing on raising consumer awareness of local produce standards to change their buying habits and increase the demand for quality local produce in the Palestinian market.

The purpose of this Request for Proposal (RFP) is to solicit technical proposals from film and media production companies and event organizers describing their ability to produce seven short minutes videos (5 minutes for each video) about using local produce products to prepare food as awareness videos to promote Palestinian consumers to consume more local products, and to change the stereotype of the local product as a high-quality product and able to compete with imported products. In addition. The short videos shall include prizes to winners who win quiz or contest to encourage them to buy local product. The prizes will be covered by the programme under Baladi Ahtyba campaign.

The above requested videos will be using as an entertainment media show that consists eight episodes promoting for Palestinian local products, the show must be filmed in many different places for example manufactures farms, public celebration, cooperatives, universities or schools and with different guests to cook famous and innovative dishes in Palestine using local market products.

The video has to promote for local products through using certain types of local products as the main ingredients for the main dishes, with focus on the value chain targeted by Oxfam projects (grape, olive, dairy products, cucumber, potato, small ruminant and processed food)

Suggested name of the program: cook local products (طبخ بلدي أطيّب)

The video should use innovative ways to raise public awareness and motivate them to use the local produce, it is essential to propose famous chef (celebrity), who has a high percentage of followers on social media, the chef should supervise the quality of the local products and urge public to consider local products as a first option in their purchasing decision. This video will be used as a major marketing tool to promote Baladi Atyab campaign objective.

### 1.4 SCOPE OF WORK/TASKS/ACTIVITIES

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The Bidder will be responsible for the following tasks:

1) Storyboard:

The Bidder is expected to include minimum one storyboard or concept in this proposal, in order to present a vision of how the video will be carried out, in terms of style, shots, and theme. The awarded Bidder (referred to as the Contractor) will work closely with PalTrade and Oxfam to develop the final storyboard for the seven videos before filming.



## 2) Topics:

The topics and ideas of the productions is open to the creativity for the bidders.

## 3) Filming

The Contractor must handle all filming, including crew, cast, and high-quality HD film equipment to be used. In the proposal, the Bidder must also include a tentative filming schedule that details the required number of days of filming, tentative locations and the names and CVs of the filming crew and team that will work on this video.

Below are examples that provides an idea only of what is required. It is up to the contractor to provide more inclusive ideas in the proposal:

<https://www.youtube.com/watch?v=QnxLau7m600> (similar filming quality)

[https://www.youtube.com/watch?v=iM\\_KMYull\\_s](https://www.youtube.com/watch?v=iM_KMYull_s) similar filming quality)

## 4) Editing and Post Production

The contractor will edit and produce the film taking into consideration the following:

- Use of royalty free music, or music which the firm has a commercial license to use
- Use of text and graphics: Where appropriate, the Contractor must utilize graphics of Baladi Atyab theme.
- Use of animation: the Contractor must utilize simple animation to illustrate the concept of Zareef character.
- Branding: The Contractor must abide by PalTrade and Oxfam branding in the production of the video, including showing the logos donors, sponsors and partners at the end of the video in addition to showing a disclaimer which will be provided by Oxfam.
- The copyright of the videos shall be solely for PalTrade and Oxfam. Any use of the videos is prohibited unless a written authorization is granted.
- The film duration is not to exceed 5 minutes, but no less than 4 minutes.

## 5) Broadcast and Dissemination Plan

The contractor should utilize new media approach to promote the videos, dissemination plan should be presented including indicators (viewers reach).

## 6) Delivery

The contractor must deliver the final product in a high-resolution, digital (compressed for internet, and social media purposes) and hard copy (DVD) format on or before 1<sup>st</sup> of August 2019.

## DELIVERABLES

No.	Deliverables	Due date
1	Delivery of implementation strategy with specific timeline	1 week upon signing of award
2	Submission of draft storyboard, concept and script	1 week upon signing of award
3	Session with PalTrade and Oxfam to present the storyboard and introduce the celebrity chef.	10 days upon signing of award
4	Submit final storyboard, concept and script for Paltrade approval	2 weeks upon signing of award
5	Filming on location	3 weeks upon signing of award
6	Submission of first draft of video after editing and Post Production	3 weeks upon signing of award
7	Submission of final draft of videos for paltrade approval	4 weeks upon signing of award
8	Disseminate final product digital and social media based on the dissemination plan.	5 weeks upon signing of award

## 2. GENERAL TERMS AND CONDITIONS

- 2.1 Your proposals should be addressed and submitted to Palestine Trade Canter – Al Balou Street, Mall of Palestine Bldg. 5th floor in 2 separated financial and technical sealed envelopes no later than Thursday June 9, 2019 at 12:00 hours with subject RFQ # PTC-023-05-2019.
- 2.2 The first top three will be given the chance to present their technical proposals to support the committee in selecting the strongest proposal
- 2.3 The winner company will bear the cost for the local newspaper ad.
- 2.4 The RFP documents should be signed and stamped, and returned within the offers along with other requirements presented in the RFQ documents.
- 2.5 Your proposal(s) in the required format (Schedule of requirements) should be addressed and submitted in sealed envelopes to the address specified and date below, late bids will be rejected.



- 2.6 PRICES: The prices shall include all costs, duties, ...etc.,
- 2.7 The Supplier shall quote in the (US\$) US Dollars.
- 2.8 The quotations should remain valid for a period no less than 12 months after the deadline date specified for submission.
- 2.9 The rates quoted should be fixed for the duration of the contract and should not be subject to adjustment on any account, unless to offer a deduction to the rates.
- 2.10 Prices should Exclude VAT.
- 2.11 Payment will be issued within 30 days from the date of the issue of the invoice.
- 3.15 PalTrade will award the contract to the bidder whose quotation has been determined to be responsive to requests.
- 2.12 For more inquiries contact us in written email at [procurement@paltrade.org](mailto:procurement@paltrade.org) and by replying to the invitation email you will receive from this email, no inquiries will be taken over the phone. Deadline for receiving inquires is Thursday 23/05/2019, at 12:00 PM Palestine time.
- 2.13 If PalTrade decides to make change to this RFP this shall be through Addendum. Copies of Addendum will be furnished to all Bidders.
- 2.14 Information relating to the examination, evaluation, comparison, and post-qualification of bids, and recommendation of contract award, shall not be disclosed to bidders or any other persons not officially concerned with such process.
- 2.15 Any effort by a Bidder to influence PalTrade in the examination, evaluation, comparison, and post-qualification of the bids or contract award decisions may result in the rejection of its Bid.



## TECHNICAL PROPOSAL

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The Technical Proposal shall be straightforward and concise describing how the Bidder intends to carry out and satisfy the TASKS/ACTIVITIES described above. No cost or pricing information is to be included in the technical proposal.

Technical proposals are limited to 10 pages in total, not including: The Organizational Information, CVs of proposed personnel, and portfolio of examples of previous work Annex described in the next paragraph below. Pages in the Technical Proposal in excess of 10 pages will not be read or evaluated.

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.

The technical proposal shall be formatted using the following sections:

1. Organizational Information (not part of page limit):
  - Organization's legal name;
  - Contact name and position or title;
  - Organization's E-mail address, physical address and telephone number;
2. Technical Approach– Narrative not to exceed five (5) pages. The Bidder shall demonstrate its understanding, ability and overall approach to performing the requirements described in the Scope of Work/Tasks/Activities. The Bidder shall clearly explain how it proposes to structure, design, manage and execute the work required. The Technical Approach must include a timeline or Gantt chart of the deliverables required to execute this event. In addition, the Bidder must also identify specific outsourced vendors for production and post-production services if needed.
3. Capability Statement - Narrative – not to exceed two (2) pages. The Bidder shall demonstrate its specialized competence with regards to the requirements of the tasks/activities. The Bidder shall demonstrate it has the necessary organizational systems, vendors, marketing, design, and personnel to successfully comply with the contract requirements and accomplish the deliverables. Do not reference past performance examples. Instead provide an overview of the firm's experience in similar work.
4. Past Performance – Narrative not to exceed five (5) pages. The Bidder shall provide at least three (3) examples of similar videos produced by the Bidder. The past performance examples must be within the last three (3) years and shall be similar in terms of the scale, design, and



marketing aspects. The Bidder must provide references for each example, including the name, title, phone number and email address of the reference so we may contact them.

5. Personnel/Staffing – A narrative not to exceed three (3) pages. A summary describing the proposed staff for this project. The summary shall include names, relevant qualifications of similar experience and the proposed role for each individual. A Project Manager must be identified with a minimum of five years' experience in film production. The Bidder must also include the CVs of key staff members involved in the Project. Each CV should not exceed three (3) pages. Note: CVs do not count towards the 10-page proposal limitation.

ANNEX: Bidders are encouraged to send a DVD compilation of samples of previous similar work. Alternatively, they may also send a write-up of links to previous work that is available on their YouTube or equivalent media channel with a brief description of each video and when/ where it was filmed. This annex should not exceed 2 pages.

## **COST PROPOSAL**

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The Bidder shall propose realistic and reasonable costs for this work in accordance with the Bidder's technical approach. The Bidder shall provide a complete budget with A concise description and *justifications for each line item must be included in the Budget Narrative.*

## **EVALUATION CRITERIA**

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This solicitation is open to Palestinian firms registered in state of Palestine specializing in film and media production. Proposed key staff, including the Project Manager, must be fluent in English and Arabic. The selected Contractor will be responsible for designing and executing all activities outlined in this Request for Proposal in cooperation with PalTrade and Oxfam.

Proposals meeting the mandatory requirements will be then evaluated for technical merit based on criteria in the below chart. Those proposals scoring 65 points or higher (out of 80 points) will be considered for cost effectiveness.

The Cost Evaluation, worth 20 points, will include a cost comparison to other Bidders, cost reasonableness (noting that low offers may be deemed unrealistic or unreasonable to accomplish the intended results of this RFP), and sufficient explanation of budget items and notes.

Section	Description	Max Points
<b>Technical Approach</b>	<ul style="list-style-type: none"> <li>CVs including the celebrity chef</li> <li>Proposed storyboard and creative concept of the video</li> <li>Filming schedule (timeline or Gantt chart) within the requested deliverables table</li> <li>Suggested approach to produce the videos ( themes)</li> <li>Digital and social media disseminating plan</li> </ul>	<b>40</b>
<b>Capability Statement</b>	<ul style="list-style-type: none"> <li>Demonstration of the necessary organizational systems, vendors, marketing, design, and personnel to successfully comply with the contract requirements and accomplish the expected results.</li> </ul>	<b>10</b>
<b>Past Performance</b>	<ul style="list-style-type: none"> <li>Inclusion of at least 3 relevant past performance examples of similar events in Palestine or the region.</li> <li>References provided by past clients for these examples and their evaluation of the Bidder's ability to deliver on time and within quality and budget expectations.</li> </ul>	<b>20</b>
<b>Personnel/ Staffing</b>	<ul style="list-style-type: none"> <li>Qualifications and past relevant experience of the personnel in charge of executing the videos, including the team leader.</li> </ul>	<b>10</b>
<b>Technical Evaluation Threshold</b>	<b>Only offers that receive a technical evaluation score above 65 points (out of 80) will be considered for cost evaluation.</b>	<b>80</b>
<b>Cost Evaluation</b>	<ul style="list-style-type: none"> <li>Details and clarity of the actual costs proposed.</li> <li>Comparison of the Bidder's cost to other Bidders for Cost Evaluation</li> <li>Cost Realism to consider whether the proposed costs and human and other resources are sufficient to effectively carry out the stated tasks</li> </ul>	<b>20</b>
<b>Total Points</b>		<b>100</b>