



Request for Proposals
for
Photography and Videography Services

Submission of Proposal Deadline: 10/23/2023



REQUEST FOR PROPOSALS (RFP)

Project	USAID/ Mali Monitoring, Evaluation and Learning Platform
Funder	USAID/Mali
Cooperating Country	United States
RFP Number	2023-011
RFP Release Date	10/12/2023
Deadline for Questions	10/16/2023
Deadline for Proposals	10/23/2023
Appendix	Appendix A Requirements
Direct Submissions	Adizatou Haidara, ahaidara@socialimpact.com ; Abigail Price, aprice@socialimpact.com ; Jennifer Mandel, jmandel@socialimpact.com

I. Project Background

Social Impact Inc. (SI) is a Washington, DC-area international development management consulting firm. SI's mission is to improve the effectiveness of international development programs to improve people's lives. We provide a full range of management consulting, technical assistance, and training services to strengthen international development programs, organizations, and policies. We provide services globally in the areas of monitoring and evaluation, strategic planning, project and program design, organizational capacity building, and gender and social analysis. SI services cut across all development sectors including democracy and governance, health and education, the environment, and economic growth. SI's clients include government agencies; bilateral donors; multilateral development banks; foundations; and non-profits.

Scope of Work

As the implementer of USAID's Mali Monitoring Evaluation and Learning (MEL) Platform, Social Impact, Inc. (SI) must assist USAID/Mali and its partners in generating empirical data and foster learning and knowledge management through a participatory process to support stronger results and improved evidence-based programming. The MEL Platform has three major components:

- 1) USAID/Mali monitoring support through a Third-Party Monitoring (TPM) mechanism.
- 2) Evaluation Services and Surveys; and
- 3) Collaborating, Learning, and Adaptive Management and Communication Services.

Under the third component (Collaborating, Learning, and Adaptive Management and Communication Services), the MEL Platform must take high-quality photographs for USAID/Mali to use during monitoring and evaluation (M&E) site visits and produce high-quality promotional videos about USAID work in Mali with English and French subtitles.

To provide USAID these high-quality photos and videos, The Mali MEL Platform is looking for an individual consultant or media agency to produce High Definition videos and pictures. To effectively enhance USAID visibility, and the Mission better communicate Country Development Cooperation



Strategy (CDCS) interventions' impact in Mali, the Mali MEL Platform seeks request for proposals from qualified consultants and media agencies with extensive experience in the field.

Responsibilities include:

- Production of a series of impactful 5-minute videos on various USAID projects, according to USAID branding standards.
- Production of at least 100 quality high-definition photos of each project utilizing USAID's [photography guide](#).
- Recording of interviews/testimonials. Interviews are prepared in advance with a script to follow.
- Obtain consent forms from all individuals captured in photos and videography.
- Attend Video scrip validation: A script will be developed by the MEL Platform, and validation meeting will be organized with the selected service provider to present the main objectives to be achieved through the production of each video, and a draft script will be developed, including the different interviews and key messages to be included for each video.
- Field travel.
- Editing, mixing, audio, and color grading.

Qualifications:

Required:

- Proven experience in photography and videography.
- Willingness to travel in and around Mali in complex environments.
- Excellent communication and language skills.
- Ability to work under pressure and meet deadlines.
- Ability to provide all video, photography and editing equipment to obtain quality photos and videos.
- Professional level English and French language skills.

Preferred:

- Previous experience working on USAID or other USG-funded projects in similar size and scope.
- Familiarity with [USAID photography](#) recommendations and regulations.
- Malian applicants preferred.

Ordering Process

Under this solicitation, SI intends to select qualified consultants/media agencies for the issuance of Firm Fixed Unit Price Blanket Consulting Agreements (BCAs) to establish pricing levels and parameters for ordering services in the future.

This will allow SI to issue specific work orders under each BCA, as needed, for the ordering of photo and video services during the term of the BCA. The photo and video consultant/agency shall provide the services described in any work order issued by SI under the BCA. SI shall only be obliged to pay for services ordered through work orders issued under the BCA and provided by the photo and video agency in accordance with the terms and conditions of the BCA and the work order. SI expects to produce 4 videos and more than 100 high qualities photos by project during the year. The quantity of services to be requested under a BCA resulting from this tender will vary according to the individual purchase orders. Specific quantities will depend on the needs of the project and individual WOs will be issued under the BCA as the need arises for services. This solicitation does not commit SI to award a contract nor to a specific level of engagement.



Confidentiality

All selected consultants/media agencies with access to or involved in videos' realization services under this BCA will be asked to sign a non-disclosure agreement (to be provided upon award) signifying their understanding of ethical behavior in the field and proper handling of confidential and private information, including personally identifiable information (PII). Similarly, the selected Applicants will be required to read and acknowledge [SI's Standards for Business & Ethical Conduct](#).

II. Submission Instructions

Applicants must submit the following as part of their proposal:

For Individual Applicants:

- **Curriculum Vitae (CV):** Provide a current Curriculum Vitae (not to exceed 3 pages)
- **Cover Letter:** Introduce yourself, briefly summarize your professional experience, your suitability based on the required and preferred qualifications, and include an expression of interest (not to exceed 1 page)
- **Budget (Appendix A):** The Applicant is required to prepare a quotation covering all items in Appendix A_Requirements. The Applicants shall submit the price in fully burdened rate per unit form (including all costs for labor, overhead, taxes, other direct costs, etc.) and expressed in USD. The quotation should be valid for three months after submission.
- **Sample Photographs and Videos (Appendix B):** Applicants should provide a portfolio including samples of their work in photography and video.

For Organizational Applicants:

- **Curriculum Vitae (CV):** Curriculum Vitae for proposed personnel who will be assigned to work under any resulting BCA (not to exceed 3 pages).
- **Organizational Proposition:** summarize the organization's professional experience, the organization's suitability based on the required and preferred qualifications, and include an expression of interest (not to exceed 1 page)
- **Budget (Appendix A):** The Applicant is required to prepare a quotation covering all items in Appendix A_Requirements. The Applicants shall submit the price in a lump-sum form, including personal income tax, and expressed in USD. The quotation should be valid for three months after submission.
- **Sample Photographs (Appendix B):** Applicants should provide a portfolio including samples of their work in photography and video

Applicants are responsible for ensuring that their offers are received by SI by the instructions, terms, and conditions described in this RFP. Failure to adhere to instructions described in this RFP may lead to disqualification of an offer from consideration.

Offer Deadline and Protocol

Apply here:

To apply, please **merge your CV, cover letter, Organizational Proposition, and Appendix A into**



one pdf file and submit it and the video/photography sample to:

jmandel@socialimpact.com, aprice@socialimpact.com, ahaidara@socialimpact.com .

Submit questions: jmandel@socialimpact.com, aprice@socialimpact.com, <mailto:ahaidara@socialimpact.com> before October 16th, 2023.

Closing date for application: October 23rd, 2023.

Applications are considered on a first come first serve basis.

Eligibility

By submitting an offer in response to this RFP, the Applicant certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. SI will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

Taxes and VAT

The agreement under which this procurement is financed is not exempt from the payment of taxes, VAT, tariffs, duties, or other levies imposed by any laws in effect in the Cooperating Country. Therefore, Applicants must include taxes, VAT, charges, tariffs, duties, and levies in accordance with the laws of the Cooperating Country.

III. Evaluation

The selection will be made to responsible Applicants whose offer follows the RFP instructions, meets the eligibility requirements, and is determined via a trade-off analysis to be the best value based on application of the following evaluation criteria. The relative importance of each individual criterion is indicated by the number of points below:

- Qualifications and Past Performance - 30 points: extent to which the offeror meets the required and preferred qualifications as demonstrated in offeror's CV and Cover Letter.
- Photography/video Sample – 40 points: provide at least a five min video and 20 photographs previously made as a sample.
- Price – 30 points: The overall cost presented in the offer.

Please note that if there are significant deficiencies regarding responsiveness to the requirements of this RFP, an offer may be deemed “non-responsive” and thereby disqualified from consideration. SI reserves the right to waive immaterial deficiencies at its discretion.

To learn more about Social Impact, please visit our website: <http://www.socialimpact.com>

SI is an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, ethnicity, color, religion, sex, sexual orientation, gender identity, national origin, disability or protected veteran status.



Appendix A Requirements

Name of Applicant/Organization:

Address:

Tel:

Email:

Content	Rate	Unit	Notes
5 Minute video, with French & English Subtitles or Translation	...XOF		
Photography of Social Impact activity 100 Photos/ Activity	... XOF		

