

Request for Proposals

I. SUMMARY

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| 1. SOLICITATION NUMBER | 216-6150-01-2022-004-RFP |
| 2. SOLICITATION ISSUE DATE | April 13, 2022 |
| 3. SOLICITATION TITLE | Video and Photo Production Services in Lebanon |
| 4. PLACE(S) OF PERFORMANCE/DELIVERY | Lebanon |
| 5. MSI CLIENT AND PRIME CONTRACT NUMBER | EnCompass; USAID 72026821F00005 |
| 6. MSI PROJECT NAME AND NUMBER | Monitoring and Evaluation Program for Lebanon (MEPL), 216-6150-01 |
| 7A. SUBMISSION DUE DATE & TIME | May 3, 2022 5:00 PM EST |
| 7B. QUESTIONS ACCEPTED UP TO (DATE & TIME) | April 21, 2022 5:00 PM EST |
| 8. ANTICIPATED PERIOD OF PERFORMANCE | May 5, 2022 – May 4, 2023, with possible option year extensions |

9. INTRODUCTION

Management Systems International (MSI) is a Washington, D.C.-area consulting firm founded in 1981. MSI has worked in over 100 countries and currently employs more than 800 staff worldwide. We help clients solve complex international development challenges. MSI offers services in strategic communications and outreach; organizational development and training; strategy, evaluation and analysis; and gender and inclusion. MSI's technical expertise includes implementation of a range of analytical and field projects in results-based management including strategic planning and program performance monitoring and reporting, monitoring and evaluation, policy implementation, institutional development, and training.

MSI, in partnership with prime contractor EnCompass, implements the United States Agency for International Development's (USAID's) Monitoring and Evaluation Program for Lebanon (MEPL). MEPL supplements the monitoring, evaluation, and program management efforts of USAID/Lebanon staff and verifies, monitors and supports USAID program performance in the country. MEPL's primary goal is to improve performance management to help the Mission make better-informed strategic and management decisions and advance USAID learning on effective development approaches.

Within the framework of its activities, MEPL provides strategic communications support to USAID/Lebanon and its implementing partners – including the development and implementation of public awareness campaigns and event planning support – to raise public awareness of USAID assistance and communicate program achievements.

10. REQUIREMENT

Through this solicitation, MSI seeks proposals from Lebanon-based video and photo production partners (“production house” hereafter) with a proven track record in the Lebanese market to support the MEPL team in effectively and creatively documenting US government assistance to Lebanon, mainly through the provision by USAID implementing partners of quality, reliable and equitable services to Lebanese citizens across sectors including education, agriculture, microfinance, water and sanitation, reforestation, and good governance. The selected production house will support the MEPL team and USAID/Lebanon in increasing overall public awareness about USAID’s work among Lebanese audiences. Details of this task are described in the **Statement of Work** provided in Section III.

II. INSTRUCTIONS TO OFFERORS

MSI will conduct source selection for award on the basis of the criteria and instructions set forth as follows in this document. Offerors must be technically qualified, financially responsible, and otherwise eligible for receipt of an MSI client-funded award. To be considered for award, offerors must respond to all of the requests and requirements of this Solicitation, including those which must be provided through MSI’s online procurement system, GRUMP.

1. Solicitation Contents

Offerors are advised to review this document and the information provided on MSI GRUMP, particularly the following sections, which are required for successful submission of proposals.

- Prerequisites: All offerors interested in submitting proposals in response to this RFP must review and accept the requirements listed in the “**Prerequisites**” section of this business opportunity in MSI GRUMP.
- Submission: Please submit your technical and price/cost proposals by uploading each separately via the “**Submission**” section of this opportunity in MSI GRUMP.
- Items: After uploading your proposal files in the “Submission” section, please enter the total price or cost of your offer in the “**Items**” section.

2. Type of Award

MSI intends to award a Basic Ordering Agreement with Firm Fixed-Price Task Orders as a result of this RFP, though other types of subcontracts may be employed if required. All services and/or supplies must be delivered within date(s) stated above in the Summary section under “8. Anticipated Period of Performance”.

3. Evaluation Criteria for Award

Proposals which conform to the requirements stated in this RFP which are received by the Submission Due Date and Time will be evaluated for award on the basis of the Best Overall Value to MSI’s Client. Best Overall Value will be determined by MSI on the basis of the Technical Evaluation Criteria set forth below and a separate evaluation of proposed price(s).

	Evaluation criteria	Points
1	<p><u>Organizational Capacity and Past Performance</u></p> <p>Capacity:</p> <p>Please provide a narrative of no more than five (5) pages to demonstrate the organizational competency, implementation capabilities, and capacity of your organization to perform all types of services outlined in Section III, Statement of Work and effectively work across all areas of Lebanon. In this narrative, please also include demonstrated capabilities and experience related to:</p> <ul style="list-style-type: none"> • Specialized competence the organization possesses with regard to the requirements described in the Statement of Work. Offeror should have more than five years’ experience in video and photo production, preferably related to international development activities with USAID or similar donors, and demonstrated experience in creative video development, production, and post-production with the ability to abide by donors’ guidelines and requirements in producing effective photos, video success stories, beneficiary testimonials, humanitarian project videos, etc. • Description of the overall structure of your organization, including: <ul style="list-style-type: none"> ➤ Description of the various departments ➤ The number of staff in each relevant department and overall ➤ Number of ongoing retainer accounts ➤ Number of ongoing projects overall ➤ Number of ongoing projects in the development sector, preferably with USAID and other international donors • Capabilities in the timely mobilization of short-term technical assistance experts and teams for video and photo production across all areas of Lebanon. • Having adequate organizational systems and procedures to manage the required services and to comply with contract requirements. <p>Past Performance:</p> <p>In addition to the narrative, please use the template in Appendix A to provide further information on your organization’s relevant past experience with similar projects, as well as list three references from the past three years that MSI may contact.</p>	40
2	<p><u>Personnel Qualification</u></p> <p>Please provide a narrative of no more than five (5) pages that demonstrates the expertise, experience, and availability of your personnel to meet the Statement of Work requirements and successfully manage performance to achieve the expected results. In addition, please list proposed team members who you expect to carry out the required services, using the template provided in Appendix B and</p>	30

	provide their CVs (up to three [3] pages per individual). The list of team members should include a proposed senior manager to be the primary point of contact with the MEPL team and oversee the work associated with the requirements of the Statement of Work.	
3	<p>Technical Approach</p> <p>a) Please provide a narrative of no more than five (5) pages that demonstrates a clear and effective overall approach to performing the requirements described in the Statement of Work. In your narrative, please include the following:</p> <ul style="list-style-type: none"> • Describe your overall process and approach for managing a new production job, from the receipt of the request through delivery of the final product. • Specify the notice period that you require to process a job request. • List the equipment you have available in-house to perform the services required in the Statement of Work. • Specify the number of days you require from receipt of a request to delivery of a first draft of a 60-second video edit, post-filming session. 	30
TOTAL		100

MSI’s Technical Evaluation Committee will review and evaluate each technical proposal based on the contents of each technical proposal and the criteria described above.

Price will not be evaluated by the Technical Evaluation Committee but will be considered by MSI in determining the Best Overall Value for award.

4. Proposal Content and Submission Requirements

This RFP is requesting for work to be conducted in **Lebanon**. For the success of this activity, presence in Lebanon is crucial.

Offeror can bid depending on their knowledge and presence in the country, cultural sensitivity and technical capacity.

Proposals should respond fully to this RFP and be prepared according to the following requirements.

A. Technical Proposal Requirements: The technical proposal should be submitted in .pdf format. To respond efficiently to the evaluation criteria, each section/element below should be addressed sufficiently.

- i. **Organizational Capability and Past Performance** Please provide a narrative of no more than five (5) pages to demonstrate the organizational competency, implementation capabilities, and capacity of your organization to perform all types of services outlined in Section III, Statement of Work and effectively work across all areas of Lebanon. The

narrative should discuss your organization's capacity and expertise in conducting this type of work as a production house in Lebanon. In this narrative, offerors must also describe demonstrated capabilities and experience related to:

1. Specialized competence the organization possesses with regard to the requirements described in the Statement of Work. Offeror should have more than five years' experience in video and photo production, preferably related to international development activities with USAID or similar donors, and demonstrated experience in creative video development, production, and post-production with the ability to abide by donors' guidelines and requirements in producing effective:
 - i. Photos (events, fields' visits)
 - ii. Event coverage (TV release with voice over, interviews, video edit etc.)
 - iii. Social media videos (15 seconds/ 1min/ 2minutes/4minutes etc.) (beneficiary success stories, testimonials, humanitarian project video)
 - iv. Animated videos (30 seconds, 1 min, 2min, 3 min)
 - v. Editing of available footage
2. Description of the overall structure of your organization, the various departments, and the number of staff in each relevant department.
3. Capabilities in the timely mobilization of short-term technical assistance experts and teams for video and photo production across all areas of Lebanon.
4. Having adequate organizational systems and procedures to manage the required services and to comply with contract requirements.
5. The following information on your organization's structure:
 - i. Company structure with a description of its various departments
 - ii. Number of staff in each department and overall
 - iii. Number of ongoing retainer accounts
 - iv. Number of ongoing projects
 - v. Number of ongoing projects in the development sector, preferably with USAID and other international donors
6. Capabilities in the timely mobilization of short-term technical assistance experts and teams for video and photo production across all areas of Lebanon.
7. Information about your organization's legal status and capability to function in all areas of Lebanon.

In addition to the above narrative, offerors should use the template provided in **Appendix A** to provide:

- a. A list of relevant technical experience and specific successes of your organization on assignments in Lebanon of a similar nature over the past three years, including examples of projects and activities, any notable successes or achievements with videos or photos produced, and experience working in the development sector and with international donors.
- b. At least three references from the past three years that MSI may contact.

- ii. **Personnel Qualifications** – Provide a narrative of no more than five (5) pages that demonstrates the expertise, experience, and availability of your personnel to meet the requirements of the Statement of Work and successfully manage performance to achieve the expected results. In addition to this narrative, please use the template provided in **Appendix B** to list the team members who will carry out the services required in the Statement of Work, and provide their CVs (up to three [3] pages per individual).
 1. As part of the proposed personnel, the offeror shall propose a senior manager to be the primary point of contact with the MEPL team and lead the work associated with the requirements of the Statement of Work. The senior manager will be designated as Key Personnel and must have the following qualifications:
 - i. A minimum of five (5) years of experience successfully managing production services for clients and ensuring achievement of desired results.
 - ii. Demonstrated experience managing at least one client in the development sector, preferably with USAID.
- iii. **Technical Approach:** In a narrative of no more than five (5) pages, describe the proposed technical approach to implementing the overall services outlined in the Statement of Work. Include how your proposal demonstrates a clear and effective overall approach to successfully performing the requirements described in the specifications. Your narrative should include the following:
 - a. Describe your overall process and approach for managing a new production job, from the receipt of the request through delivery of the final product.
 - b. Specify the notice period that you require to process a job request.
 - c. List the equipment you have available in-house to perform the services required in the Statement of Work.
 - d. Specify the number of days you require from receipt of a request to delivery of a first draft of a 60-second video edit, post-filming session.

B. Price Proposal Requirements

Please provide a detailed, itemized budget that includes all projected expenses for labor costs and direct expenses (e.g., travel and transportation costs, equipment rental). To accompany this itemized budget, please provide an accompanying narrative explaining your pricing assumptions, both for units and unit prices, as well as the cost items included in your offer.

Offerors are encouraged to use the Budget Template provided in **Appendix C**, including any additional cost items that the Offeror wishes to propose.

All proposed prices and delivery dates shall be valid for a period of ninety (90) days following the date of submission, unless otherwise clearly specified by Offeror.

C. Submission

Offerors must submit their Technical Proposal separately from their Price or Cost Proposal by uploading each in the “Submissions” section of this business opportunity in MSI GRUMP.

5. Other Proposal Guidelines and Notices

The following conditions, guidelines and notices are included to assist you in preparing a competent proposal. All of them should be reflected in your submission.

A. Technical Compliance

Offerors are required to review and confirm to the requirements as presented in the Statement of Work. In their proposal, Offerors shall ensure that responses use plain language, are concise and unambiguous, are quantitative, and deliver full information. Offerors should not hesitate to volunteer additional information if it is useful to this process.

B. Language

Offerors shall provide all proposal documentation in English.

C. Source and Nationality (USAID)

The USAID authorized geographic code for the procurement of goods and services under MSI’s contract is 937 (the United States, the recipient country, and developing countries other than advanced developing countries, but excluding any country that is a prohibited source). A current list of eligible countries and further information on Source and Nationality may be found at www.usaid.gov/ads/policy/300/310.

Offerors must agree that no services will be rendered through a service provider in any foreign policy restricted country or any designated “prohibited source”. To be considered for award, offerors must complete the “Source, Nationality, and Availability for Purchase” certification included in the “Prerequisites” section of this business opportunity in MSI GRUMP.

D. Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment (Aug 2020)

- i. Definitions. As used in this clause—
 - Covered foreign country means The People’s Republic of China.
 - Covered telecommunications equipment or services means equipment produced or services provided by the following companies or their subsidiaries/affiliates: Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company. Also included in this definition are telecommunications or video surveillance equipment or services produced or provided by an entity reasonably believed to be owned or controlled by, or otherwise connected to, the government of a covered foreign country.
- ii. Prohibition. U.S. regulation prohibits procuring or obtaining, or extending or renewing a contract to procure or obtain, any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential

component of any system, or as critical technology as part of any system. The subcontractor is prohibited from providing to MSI any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system, unless an exception or waiver is provided by MSI.

- iii. Reporting requirement. In the event the subcontractor identifies covered telecommunications equipment or services during subcontract performance, or the Contractor is notified of such by a subcontractor at any tier or by any other source, the Contractor shall inform MSI within one business day from the date of such identification or notification and await further instruction.

E. New Material Requirement

All equipment proposed in response to this RFP must consist entirely of previously unused components. Used, reconditioned, or remanufactured supplies, or unused former Government surplus property, shall not be used, unless the Vendor has proposed the use of such supplies, and the MSI Contract Administrator has authorized their use.

F. Pricing

Price proposals must be inclusive of all costs and must address all requirements stated in the RFP, in line with the Offeror's Technical Proposal. The only circumstance under which MSI will accept any price changes from what is included in the Offeror's proposal or will accept additional charges beyond what is included in the proposal, is if MSI modifies the requirements in writing to all prospective Offerors.

Offeror should separately mark any recommended options not specifically required or addressed in the Statement of Work or elsewhere in the RFP. Offerors shall note any exceptions to the specifications listed in the Statement of Work and provide alternate prices.

All proposed prices and delivery dates shall be valid for a period of ninety (90) days following the date of submission, unless otherwise clearly specified by the Offeror.

G. Modification and Withdrawal of RFP

MSI reserves the right to modify by written notice the terms of this RFP at any time in its sole discretion. MSI also reserves the right to withdraw this RFP at any time—with or without statement of cause—prior to actual award.

H. Multiple Awards and No Obligation to Award

MSI may accept any item or group of items of a proposal, unless the offeror qualifies the proposal by specific limitations such as "all or none". MSI reserves the right to make an award on any item for a quantity less than the quantity proposed, at the unit prices proposed, unless the Offeror specifies otherwise in the proposal. Proposals will be evaluated on the basis of advantages and disadvantages to MSI and USAID in making multiple awards or awarding less than full quantity. MSI reserves the right to issue more than one award.

MSI may reject any or all offers or not award a contract under this RFP if such action is in the best interests of MSI, its Client, or the Host Country. MSI may also waive informalities and minor irregularities in offers received, should such actions be in the best interest of MSI, its Client, or the Host Country. The issuance of any contract resulting from this solicitation is subject to the prior approval from MSI's client.

6. Questions

Any questions or clarifications must be submitted via the "**Q&A Board**" in MSI GRUMP, by the due date for questions/clarifications listed in the "Summary" menu tab. Responses to questions received shall be shared with all interested parties via the Q&A Board forum.

7. Fraud Reporting

Should any person demand/request consideration in exchange of this RFP or promises successful selection in exchange for consideration, please contact ethics@msi-inc.com.

8. Partner Vetting

In accordance with (48 CFR) FAR clause 52.244-2, Subcontracts, the subcontractor is subject to vetting. The prospective subcontractor must submit a USAID Partner Information Form, USAID Form 500-13, to MSI's Contracts Administrator. An award shall not be issued to subcontract to any organization that has not passed vetting when required.

III. STATEMENT OF WORK

I. BACKGROUND

Management Systems International (MSI), in partnership with prime contractor EnCompass, implements the United States Agency for International Development's (USAID's) Monitoring and Evaluation Program for Lebanon (MEPL). MEPL supplements the monitoring, evaluation, and program management efforts of USAID/Lebanon staff and verifies, monitors and supports USAID program performance in the country. MEPL's primary goal is to improve performance management to help the Mission make better-informed strategic and management decisions and advance USAID learning on effective development approaches.

Within the framework of its activities, MEPL provides strategic communications support to USAID/Lebanon and its implementing partners – including the development and implementation of public awareness campaigns, media engagement, compiling program information, and providing event planning support – to raise public awareness of USAID assistance and communicate program achievements. MEPL collaborates with the USAID Development, Outreach, and Communications (DOC) unit to help develop and promote communication materials, including success stories such as beneficiary testimonials, project videos, photos and documentaries, and produces customized information products such as animated videos and infographics.

II. REQUIRED SERVICES

MSI seeks a Lebanon-based partner to provide video and photo production services (“production house” hereafter) to support MEPL and USAID/Lebanon with its strategic communications needs for video production and photography to enhance Lebanese public awareness of USAID's assistance to Lebanon and the activities and achievements of the Agency's programs in sectors such as education, agriculture, microfinance, water and sanitation, reforestation, and good governance. The selected firm should have a proven track record as a production house in the Lebanese market and experience working with international development programs and donors, preferably with USAID and in relevant sectors as noted above. Offerors should propose creative, innovative, and cost-effective approaches to achieve the outcomes and deliver the services noted below, while complying with USAID branding and marking guidelines and other relevant USAID public outreach requirements.

The activities to be provided by the firm will primarily target the Lebanese public, including but not limited to local municipalities, organizations, youth, and public officials. The scope of the offeror's support is expected to include, but not necessarily be limited to, the following:

- Provide technical assistance in production to create and refine any kind of videography or photography content material (e.g., documentary, social media video, animated video, TV release, editing)
- Utilize its own production facilities and equipment to produce all elements of any requested video, including but not limited to filming, storyboarding, voicing, lighting, graphics, captioning, animation, editing, and music.

- Develop clear, cost-effective and high-quality proposals for specific activities based on the needs and requests of USAID/Lebanon and the MEPL team, within a set deadline to be specified per activity.
- Rapidly and effectively respond to unanticipated requests to be able to promptly respond to video and photo production opportunities that USAID/Lebanon or MEPL identify.
- Conduct initial creative consultation meetings with the MEPL and/or USAID/Lebanon teams to discuss objectives of the activity/video, and advise on the direction of the filming, that would support the communication strategy of USAID/Lebanon and its activities, and brainstorm on the best filming/directing techniques to effectively convey the desired messages and achieve the intended outcomes.
- KP to be in contact with the designated MEPL and/or USAID/Lebanon contact throughout all phases of the activity by providing clear and timely progress reports, either verbally or by email.
- Submit first drafts of the desired products upon set deadlines for feedback from USAID/Lebanon or other relevant parties.
- Apply any changes requested from USAID/Lebanon or the MEPL team and submit updated drafts until final clearance is obtained.

III. DELIVERABLES

The selected production house will work in close coordination with MSI's Beirut-based DOC Specialist to deliver products and services that may include but not necessarily be limited to the following:

- a. Up to twelve 1 to 1.2 minutes' social media videos per year documenting USAID's support in different sectors under various activities or serving the Mission directly.
- b. Up to 2 animated videos per year to help disseminate a specific development message under a USAID/Lebanon activity or for USAID/Lebanon overall.
- c. Ad-hoc footage editing, photography, Voice Over (VO), Any equipment rental or any other requests that the production house will not be providing in-house should be indicated in the cost proposal.
- d. Other products and services may be requested during the period of performance for this subcontract.

Appendix A: Organizational Capacity and Past Performance

Offerors are required to complete the table below and list projects undertaken in the last three years that had similar scopes to this RFP. Projects should preferably be done for international donors or international development work. Offeror is allowed to use a separate document to complete the **Project Description** and **Results and Achievements** sections of the below table. Offeror is welcome to use as many projects as they wish to illustrate their past performance. Please use a separate page to list your additional projects. Please indicate clearly if you are submitting a separate document for this section.

Item #	Client Name and Contact Information	Project Description	Dates of Implementation	Place of Performance (Location)	Total Cost (USD)	Results and Achievements (provide links to videos produced)
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Offerors are also required to use the table below to provide three references that MSI may contact regarding the organization’s capabilities and past performance.

Project Name	Reference Name	Reference Title	Reference Company	Reference Email Address	Reference Phone Number

Appendix B: Personnel Qualifications

Team Composition

Offerors are required to use the table below to list all staff who are expected to oversee and deliver services under this contract. Please include the CVs of all individuals listed below as separate documents (no more than three pages per individual). Individuals who the offeror is proposing as Key Personnel staff should be marked as KP next to his/her name.

Staff Name	Title	Proposed Role on this Contract	Department

Appendix C: Budget Template

See accompanying Excel file.