



Request for Quote/Proposal (RFQ/RFP)

Commodity/Service Required:	Video
Type of Procurement:	One-off Purchase Agreement
Type of Contract:	Purchase order or Consultant Agreement
Term of Contract:	June 3- June 28, 2024
Contract Funding:	USAID
This Procurement supports:	Nutrition Monitoring, Evaluation, Research, and Learning in the Health Sector (NuMERAL) Activity
Submit Proposal to:	numeral_procurement@rti.org
Date of Issue of RFP:	May 20, 2024
Date Questions from Supplier Due:	May 27, 2024
Date Proposal Due:	May 30, 2024
Approximate Date Purchase Order Issued to Successful Bidder(s):	June 3, 2024

Method of Submittal:	
Email to numeral_procurement@rti.org	
Respond via e-mail with attached document in MS Word / pdf format. The Bidder/Seller agrees to hold the prices in its offer firm for 30 days from the date specified for the receipt of offers, unless another time is specified in the addendum of the RFP/RFQ.	
Solicitation Number:	RFP-NuMERAL-24-002

Attachments to RFP:

1. Attachment "A" – Commodity Specifications
2. Attachment "B" – Instructions to Bidders/Sellers
3. All PO Terms and Conditions are listed on our website at:
<https://www.rti.org/sites/default/files/rti-purchase-order-terms-and-conditions-v1.16.pdf>,
http://www.rti.org/files/PO_FAR_Clauses.pdf or for commercial items:
http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf (hereinafter the "Terms").
Supplier's delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Supplier's agreement to the Terms. The Terms may only

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be modified in writing signed by both parties.

All bidders/sellers are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

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Attachment A

Statement of Work

Description of Activity/Service:

Development of a self-paced learning course on writing concept notes in response to USAID NuMERAL solicitations, to provide capacity strengthening to local partners applying for subawards.

Reports to: Lindsey Fincham, NuMERAL Knowledge Management & Communications Specialist

Background: Achieving optimal health, nutrition, and early childhood development (ECD) outcomes at scale through health systems mandates new ways of working and learning. It requires bringing together a diverse group of health sector leaders, program implementers, and researchers to collaboratively generate and use evidence to guide holistic policies and programs.

To this end, the U.S. Agency for International Development (USAID)-funded Enhancing Nutrition Monitoring, Evaluation, Research, and Learning in the Health Sector (NuMERAL) Activity (subsequently “the project”) (2023–2028) supports local research, monitoring, and evaluation, and its translation to inform country-level and cross-national learning, collaboration, and action across three focus areas. These focus areas are: (1) mainstreaming nutrition in reproductive, maternal, newborn, child, and adolescent health (RMNCAH) policies and services; (2) integrating responsive caregiving and opportunities for early learning into nutrition policies and programs; and (3) improving assessment and prevention of micronutrient deficiencies and anemia. The project activities are underpinned by the following four strategic approaches: (1) supporting local partners’ leadership and strategic partnerships; (2) strengthening and building the evidence base for implementation; (3) translating evidence for learning, cross-country sharing, and utilization; and (4) optimizing monitoring, evaluation, and information systems in nutrition.

The RTI International-led NuMERAL Consortium supports country-level, context-specific, locally led generation and use of knowledge in the three focus areas by identifying and understanding critical gaps in nutrition research. This method ensures the successful translation and integration of the acquired learning using the following approaches:

- **Understanding critical nutrition research gaps**, including impact and performance of interventions
- **Engaging local partners to conduct research, monitoring, and evaluation activities** and provide capacity strengthening support based on participatory capacity assessments
- **Mobilizing stakeholders in-country to collaborate with partners** at all stages of research, monitoring, and evaluation activities
- **Transforming evidence through Action Plans** co-created with each partner in consultation with local stakeholders
- **Disseminating learning through traditional and innovative methods** to increase evidence uptake to strengthen health, nutrition, responsive care, and early learning policy and services
 - **Strengthening global and country data ecosystems** to inform the quality, equity, and coverage of nutrition and ECD services.

NuMERAL activities will strengthen local capacity in monitoring, evaluation, research, research utilization, and learning and result in increased collaborative generation and use of evidence to improve nutrition and ECD.

Activity Description: The purpose of this SOW is to identify a vendor that can develop a two-minute video that highlights the goals and objectives of NuMERAL and explains how the project works to strengthen local capacity in evidence generation and translation to improve nutrition and ECD.

Goals

- Describe and explain the purposes and goals of NuMERAL
- Explain how NuMERAL contributes to the generation and use of evidence to enhance the capacity of health systems to deliver nutrition and responsive caregiving and opportunities for early learning
- Describe how interested parties can engage with NuMERAL

Intended Use

This video will be used in the following ways:

- As a general introduction to NuMERAL on the NuMERAL landing page
- As part of a self-paced course designed to strengthen local partners' capacity to write successful expressions of interests in response to NuMERAL's request for expressions of interest
- As project promotion through social media

Audiences

- Organizations (individual, a corporation, a nonprofit organization) based in low- and middle-income countries with a priority for USAID's 14 priority [countries and 4 nutrition strategic support countries](#), who are interested in collaborating with NuMERAL
- Development sector professionals, implementers, technical networks, and individuals involved in the translation of evidence to policy/practice
- USAID Missions in USAID's 14 priority countries and 4 nutrition strategic support countries
- Policymakers and other practitioners at local and national levels
- Anyone interested in knowing about NuMERAL

Project Scope

RTI seeks a partner firm to provide the following services:

- Support for storyboard development
- Developing creative animations to accompany narrative
- Creative consultation, design, production, and editing of the video, with guidance, review, and approval by RTI

- Creative consultation, design, and production of the video, with guidance, review, and approval by RTI.
- Specific components likely to include pre-recorded b-roll and photographs, developing graphics to serve as transitions, and geographical specific voiceover.
- Implement best practices in developing video for showing on website, online learning modules, and on social media
- Project management

Design Requirements

- **Platform compatibility** — final videos must be delivered in a file format(s) optimized for use across a variety of platforms including, but not limited to, Pardot and YouTube.
- **Brand compliance** — video must adhere to rules and guidance of RTI and USAID Branding guidelines, which will be available to the selected vendor upon project kick-off
- **Clean and modern design** — video must be of professional quality, including high-quality video resolution and audio quality
- **Video duration** — Video will be no more than 2 minutes.

Content Production Requirements

Coordinating with RTI, the vendor is expected to provide the following services specific to producing video content:

- Coordinate with RTI to develop a storyboard for the video.
- Assist in conceptualizing graphics, infographics, and/or animation to be included in the video, and produce them as directed.
- Include subtitles.
- Coordinate with RTI to identify needs and opportunities for photo and/or video content (existing or to be produced or acquired) to be included in the video.
- Coordinate with RTI to select audio elements, including royalty-free music, if necessary
- Provide final editing, with input and review from RTI
- Save all raw footage and rough cuts developed during filming and editing of the video, to be turned over to RTI as part of the final deliverable (RTI retains the right to edit and otherwise use this footage without limitation at any point after fulfillment of the contract.)

Project Management Requirements

The project management approach must meet the following requirements:

- Clear process and single point of contact for communications with RTI; if a collaborative project management tool is to be used, identify and define whether/how RTI will access the tool
- Definition of roles and responsibilities for RTI and the selected partner
- Clearly defined timeline and milestones
- Regular reporting schedule and process

Ethical Considerations

- In no way should the photography hinder the work of the project or its beneficiaries either by disrupting their activities or by damaging their reputation or the reputation of RTI impacting future activities, or community and governmental relationships. This is the number one priority.
- Ensure that all photographs and videos of adults in private homes, or of children outside in public settings, are signed by a parent/guardian teacher or local authority. In the case of an adult, the subject themselves should sign the release. The consultant is responsible for ensuring consent forms are signed by all individuals who are the major focus of photos and/or videos. Photo consent is not needed for general public shots that do not focus on one person or a small group of people. Generally, the heads of household are able to sign for the entire family. RTI will provide consent forms and best practice guidance.
- Ensure, through a translator in the local language, that everyone being photographed or recorded is made aware that the photos/video may be used widely---internationally and locally. They could appear on everything from a billboard in their community to a website to the front page of an international newspaper. And ensure that they understand they have a right to refuse.
- Avoid photographs depicting people in danger with no assistance.
- **Always use good judgement when shooting people in rural communities. Do not emphasize negative aspects of rural life unless otherwise called for in the shot list—and then only in a respectful manner.**

The company or individual selected for this work will work in close collaboration with the NuMERAL technical team on development of the video. Delivery of final products is needed by **June 28, 2024**.

Proposal Content: At a minimum, proposals should include the following:

- Narrative – explain your creative approach and style in developing the video. What sets you/your organization apart?
- Detailed line-item costs.
- Details of post-production process, timeline, milestones, and review periods.
- Links to previous client-based videos filmed in similar environments (other relevant clips are welcome).
- Three client references.

Evaluation Criteria:

- 20% References/Past Performance
- 50% Approach
- 30% Price

Deliverables, Timelines, Special Terms and Conditions:

Anticipated Timeline:

- June 5 : Vendor selected
- 1st week of June: Zoom calls with RTI team to discuss storyboards and logistics
- June 12: Storyboards finalized



- June 12to June 21: Video and interactive components developed
- June 24-June 25: Review and additional changes
- June 28: Final deliverable complete

Deliverables:

Required final deliverables:

The video with English audio and the following subtitle options:

- English
- French
- Spanish
- Portuguese
- with English, French Spanish, and Portuguese subtitles

Optional deliverables:

Additionally, if you are interested in including the option to produce b-roll for the video, we encourage you to add that as a budget item. The b-roll would be used in the video and would become the exclusive right of RTI in perpetuity. In this case, the raw b-roll footage would also be a final deliverable.

We encourage all production companies to submit proposals, even if they are unable to provide the optional deliverables.

Pricing

Item #	Quantity to be Purchased	Description of Preferred Commodity or Services Specifications	Unit of Measure	Unit Fixed Price (Each)	Total Fixed Price (Each)	Lead Time Availability (Number of Days)
1						
2						
3						
Total Value						

By signing this attachment, the bidder confirms he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

Signature:

Title:

Date:

Attachment “B” Instructions to Bidders/Sellers

1. **Procurement Narrative Description:** The Buyer (RTI) intends to purchase commodities and/or services identified in Attachment A. The Buyer intends to purchase the quantities (for commodities) and/or services (based on deliverables identified in a Statement of Work). The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offeror unless extended by mutual agreement of the parties. The Buyer intends to award to a single “approved” supplier based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one bidder. If an Ordering Agreement is established as a result of this RFQ/RFP, supplier understands that quantities indicated in the specifications (Attachment A) are an estimate only and RTI does not guarantee the purchase quantity of any item listed.

2. **Procuring Activity:** This procurement will be made by **Research Triangle Institute (RTI International)**, located at

701 13th St NW Ste 750, Washington, DC 20005

(insert full address of the office)

who has a purchase requirement in support of a project funded by

USAID

(insert client’s name)

RTI shall award the initial quantities and/or services and any option quantities (if exercised by RTI) to Seller by a properly executed Purchase Order as set forth within the terms of this properly executed agreement.

3. **Proposal Requirements.** All Sellers will submit a quote/proposal which contains offers for all items and options included in this RFQ/RFP. All information presented in the Sellers quote/proposal will be considered during RTI’s evaluation. Failure to submit the information required in this RFQ/RFP may result in Seller’s offer being deemed non-responsive. Sellers are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach RTI’s office designated in the RFQ/RFP by the time and date specified in the RFQ/RFP. Any offer, modification, revision, or withdrawal of an offer received at the RTI office designated in the RFQ/RFP after the exact time specified for receipt of offers is “late” and may not be considered at the discretion of the RTI Procurement Officer. The Seller’s proposal shall include the following:
 - (a) The solicitation number:
 - (b) The date and time submitted:
 - (c) The name, address, and telephone number of the seller (bidder) and authorized signature of same:
 - (d) Validity period of Quote:
 - (e) A technical description of the items being offered in sufficient detail to evaluate compliance with the requirements in the solicitation. This may include product literature, or other documents, if necessary.

- (f) If RTI informs Seller that the Commodity is intended for export and the Commodity is not classified for export under Export Classification Control Number (ECCN) “EAR99” of the U.S. Department of Commerce Export Administration Regulations (EAR), then Seller must provide RTI the correct ECCN and the name of Seller’s representative responsible for Trade Compliance who can confirm the export classification.
 - (g) Lead Time Availability of the Commodity/Service.
 - (h) Terms of warranty describing what and how the warranties will be serviced.
 - (i) Special pricing instructions: Price and any discount terms or special requirements or terms (special note: pricing must include guaranteed firm fixed prices for items requested.)
 - (j) Payment address or instructions (if different from mailing address)
 - (k) Acknowledgment of solicitation amendments (if any)
 - (l) Past performance information, when included as an evaluation factor, to include recent and relevant contracts for the same or similar items and other references (including points of contact with telephone numbers, and other relevant information)
 - (m) **Special Note:** *The Seller, by his response to this RFQ/RFP and accompanying signatures, confirms that the terms and conditions associated with this RFQ/RFP document have been agreed to and all of its attachments have been carefully read and understood and all related questions answered.*
4. **Forms:** Sellers (potential bidders or suppliers) must record their pricing utilizing the format found on Attachment “A”. Sellers must sign the single hardcopy submitted and send to address listed on the cover page of this RFQ/RFP.
5. **Questions Concerning the Procurement.** All questions in regards to this RFQ/RFP to be directed to
- Sofia Hilali
- (insert name of procurement officer)
- at this email address:
- numeral_procurement@rti.org
- (insert email address of the procurement officer).
- The cut-off date for questions is (insert date).
- May 27, 2024
6. **Notifications and Deliveries:** Time is of the essence for this procurement. Seller shall deliver the items or services no later than the dates set forth in the contract that will be agreed by both parties as a result of this RFQ/RFP. The Seller shall immediately contact the Buyer’s Procurement Officer if the specifications, availability, or the delivery schedule(s) changes.

Exceptional delays will result in financial penalties being imposed of Seller.

7. **Documentation:** The following documents will be required for payment for each item:
 - (a) A detailed invoice listing Purchase Order Number, Bank information with wiring instructions (when applicable)
 - (b) Packing List
 - (c) All relevant product/service documentation (manuals, warranty doc, certificate of analysis, etc.)
8. **Payment Terms:** Refer to RTI purchase order terms and conditions found in <https://www.rti.org/sites/default/files/rti-purchase-order-terms-and-conditions-v1.16.pdf> , http://www.rti.org/files/PO_FAR_Clauses.pdf, or http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf. Payment can be made via wire transfer or other acceptable form. Sellers may propose alternative payment terms and they will be considered in the evaluation process.
9. **Alternative Proposals:** Sellers are permitted to offer “alternatives” should they not be able to meet the listed requirements. Any alternative proposals shall still satisfy the minimum requirements set forth in Attachment A Specifications.
10. **Inspection Process:** Each item shall be inspected prior to final acceptance of the item. All significant discrepancies, shortages, and/or faults must be satisfactorily corrected and satisfactorily documented prior to delivery and release of payment.
11. **Evaluation and Award Process:** The RTI Procurement Officer will award an agreement contract resulting from this solicitation to the responsible Seller (bidder) whose offer conforms to the RFQ/RFP will be most advantageous to RTI, price and other factors considered. The award will be made to the Seller representing the **best value** to the project and to RTI. For the purpose of this RFQ/RFP, price, delivery, technical and past performance are of equal importance for the purposes of evaluating, and selecting the “best value” awardee. RTI intends to evaluate offers and award an Agreement without discussions with Sellers. Therefore, the Seller’s initial offer should contain the Seller’s best terms from a price and technical standpoint. However, RTI reserves the right to conduct discussions if later determined by the RTI Procurement Officer to be necessary.

The evaluation factors will be comprised of the following criteria:

- (a) **PRICE.** Lowest evaluated ceiling price (inclusive of option quantities) .
- (b) **DELIVERY.** Seller provides the most advantageous delivery schedule.
- (c) **TECHNICAL.** Items/Services shall satisfy or exceed the specifications described in RFQ/RFP Attachment A.
- (d) **PAST PERFORMANCE** - Seller can demonstrate his/her capability and resources to provide the items/services requested in this solicitation in a timely and responsive manner.
- (e) **OTHER EVALUATION CRITERIA.**

12. **Award Notice.** A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful supplier within the time acceptance specified in the offer, shall result in a binding contract without further action by either party.

13. **Validity of Offer.** This RFP in no way obligates RTI to make an award, nor does it commit RTI to pay any costs incurred by the Seller in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for 30 days after submission.

14. **Representations and Certifications.** Winning suppliers under a US Federal Contract are required to complete and sign as part of your offer RTI Representations and Certifications for values over \$10,000.

15. **Certifications.**

Certification and Disclosure Regarding Payments to Influence Certain Federal Transactions - Certification and Disclosure Regarding Payments to Influence Certain Federal Transaction as referenced in FAR 52.203-11 is hereby incorporated into this Request for Proposal as a condition of acceptance.

Limitation on Payments to Influence Certain Federal Transactions- Limitation on Payments to Influence Certain Federal Transactions as referenced in FAR 52.203-12 is hereby incorporated into this Request for Proposal as a condition of acceptance.

16. **Anti- Kick Back Act of 1986.** Anti-Kickback Act of 1986 as referenced in FAR 52.203-7 is hereby incorporated into this Request for Proposal as a condition of acceptance. If you have reasonable grounds to believe that a violation, as described in Paragraph (b) of FAR 52.203-7 may have occurred, you should report this suspected violation to the RTI's Ethics Hotline at 1-877-212-7220 or by sending an e-mail to ethics@rti.org. You may report a suspected violation anonymously.

17. **The John S. McCain National Defense Authorization Act for fiscal year 2019 - section 889.** RTI cannot use any equipment or services from specific companies, or their subsidiaries and affiliates, including Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, and Dahua Technology Company ("Covered Technology"). In response to this request for proposal, please do not provide a quote which includes any Covered Technology. Any quote which includes Covered Technology will be deemed non-responsive. Additionally, if the United States Government is the source of funds for this RFP, the resulting Supplier shall not provide any equipment, system, or service that uses Covered Technology as a substantial or essential component

Acceptance:

Seller agrees, as evidenced by signature below, that the seller's completed and signed solicitation, seller's proposal including all required submissions and the negotiated terms contained herein, constitute the entire agreement for the services described herein.



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By: *(Seller Company Name)*

Signature: _____

Title:

Date: