



**REQUEST FOR PROPOSALS**

No. HPI20240907RW

**PROVISION OF AUDIO-VISUAL AND GRAPHIC DESIGN SERVICES TO HEIFER INTERNATIONAL  
RWANDA.**

<b>RFP Release Date:</b>	30 <sup>th</sup> September 2024
<b>Performance Period:</b>	<b>1 Year</b>
<b>Question/ Inquiry Submission Deadline:</b>	11 <sup>th</sup> October 2024
<b>Proposal Submission Deadline:</b>	18 <sup>th</sup> October 2024
<b>Selection Committee review</b>	23 <sup>rd</sup> October 2024
<b>Notification of award</b>	29 <sup>th</sup> October 2024
<b>Award agreement negotiation and signing</b>	13 <sup>th</sup> November 2024
<b>Electronic submission to the attention of:</b>	<b>Heifer International Rwanda</b>
<b>Electronic submission:</b>	<a href="mailto:procurement-rw@heifer.org">procurement-rw@heifer.org</a>
<b>Contact information for inquiries about this RFP:</b>	<a href="mailto:procurement-rw@heifer.org">procurement-rw@heifer.org</a>

## 1. BACKGROUND

### 1.1. Context and background

Since 1944, Heifer International has empowered over 36 million smallholder farming families worldwide to overcome hunger and poverty while promoting environmental stewardship. To achieve these goals, we work closely with the communities we serve, including youth and women. Our current focus is to bridge the Sustainable Living Income (SLI) gap for an additional 10 million smallholder households globally by 2030.

Heifer International began its work in Rwanda in 2000 with a small-scale dairy development project. Since then, we have expanded our efforts across the country, collaborating with the government. To date, we have supported over 1.4 million individuals in Rwanda.

Our work focuses on improving farmers' income and families' nutrition through quality livestock, and agricultural and business training.

We work with rural women and youth to build farming families' resilience through sustainable agricultural practices. Our gender training helps local women build their confidence and get their voices heard, so they can become community leaders and share decision-making power.

We also support farmers to organize into cooperatives, where they share knowledge and pool resources, as well as access financing to invest and grow their farms.

### 1.2. The objective of the assignment:

The Audio-Visual and Graphic Design Consultant will be responsible for producing high-quality video content, photographs, and infographics that capture success stories from the field, document events, and support other key engagements for Heifer International Rwanda. This role aims to enhance the organization's visibility and effectively communicate its impact through compelling visual and graphic storytelling.

## 2. Scope of Work/ Description of Goods

### I. Content Creation:

**Video Production:** Plan, shoot, and edit engaging video content showcasing stories of impact, program activities, and events.

**Photography:** Capture high-quality images of program beneficiaries, events, and other significant moments to support Heifer's communication goals.

**Graphic Design:** Create visually appealing graphics for reports, social media, brochures, and other communication materials.

### II. Storytelling:

- Develop storylines and narratives that effectively communicate the impact of Heifer's work to diverse audiences.

- Interview program participants, staff, and stakeholders to gather authentic and compelling stories.

### **III. Design and Branding:**

- Design and produce graphics that align with Heifer’s branding guidelines, including infographics, promotional materials, and digital content.
- Ensure all visual content is consistent with the organization's visual identity and messaging.

### **IV. Field Work:**

- Travel to various field locations across Rwanda to document programs and activities, ensuring minimal disruption to ongoing projects.
- Work closely with the Communications Manager and field staff to identify and prioritize key stories and events.

### **V. Content Management:**

- Maintain and organize a repository of video, photo, and graphic assets for future use.
- Ensure proper storage and backup of all content.

## **2. Technical Requirement**

Quotations must include the following information at a minimum. Incomplete quotations may be rejected.

- a. Full company name, physical and mailing address, and country of registration of bidder. Individual persons and joint ventures are not allowed to participate in this tender.
- b. Description of audio-visual and graphic design specifications, and the quality of service.
- c. References from the previous assignment.
- d. The service provider's track record for reliability in terms of product quality, timely deliveries, and customer service.
- e. Any additional relevant certifications or business permits that support the service provider’s eligibility to provide the service.

## **5. Proposal submission requirements:**

The technical and financial proposals should be submitted separately in PDF format, both marked with the RFP Reference Number above.

Proposals (both technical and financial) must be submitted electronically to email: [procurement-rw@heifer.org](mailto:procurement-rw@heifer.org) with a clear subject line: “(Provision of Audio-Visual and Graphic Design to Heifer International Rwanda)” and submitted by **Friday, 18<sup>th</sup> October 2024 at 5:00 pm** Kigali time.

## 6. Administrative Requirements

The bid documents **must** include the following administrative documents at a minimum.

- Company Registration Documents. Certificates/licenses issued by RDB.
- Valid Tax Clearance Certificate issued by RRA.
- Corporate Income Tax Declaration issued by RRA
- Valid Certificate of good standing/non-Bankruptcy certificate issued by RDB.
- Valid RSSB Clearance Certificate.

***Note: Failure to meet a single administrative requirement will result in disqualification of the Service provider from further technical evaluation.***

## 7. Financial Proposal

The proposed budget priced in **Rwandan Francs (Rwf)** must be submitted separately electronically. The pricing information should not appear in any other section of the proposal other than the financial proposal. The registered company shall be entirely responsible for all applicable taxes, transportation to the delivery sites provided in the Annex, and offloading of the supplies.

Submission must be in English and typed single-spaced on standard white paper. All pages must be numbered, including the RFP reference number and name of the organization at the bottom of each page.

## 8. Evaluation of Proposals:

- a) Selection method: The procurement selection committee will evaluate the proposals using the **Quality-Cost** methodology as detailed below:
  1. Preliminary examination of administrative requirements compliance to this Request for Proposals on a pass/fail basis.
  2. Detailed Technical evaluation will contribute 60%.
  3. Financial scores will be allocated 40% to determine the best-evaluated bid.

***Proposals failing any stage will be eliminated and not considered in subsequent stages.***

- b) Minimum technical score: The mark required to pass the technical evaluation is 70% of the Technical Score.
- c) Total scores: Total scores shall be determined using a weighting of 60% for technical proposals and a weighting of 40% for financial proposals.

## 9. Selection Criteria

Technical proposals will be evaluated according to the following criteria:

Technical Criteria		Weighting (%)
<b>Service Provider's Experience and Expertise</b>	Proven operational experience of at least five years in the Rwandan and regional markets.	18
	Previous work with international NGOs, demonstrating an understanding of development communication.	
	Submission of a strong portfolio showcasing completed audio-visual projects relevant to the assignment	
<b>Quality of Work</b>	Samples of past video, photography, and graphic design work, were evaluated for creativity, technical quality, and storytelling effectiveness.	18
	Testimonials or references that attest to the quality and impact of previous projects	
<b>Technical Capabilities</b>	Evidence of professional-grade equipment and expertise in videography, photography, and graphic design software	12
	Capacity for post-production, including editing and creating compelling narratives	
<b>Approach to Content Creation and Storytelling</b>	Clarity and creativity in the proposed methods for capturing and conveying stories of impact.	12
	Strategies for engaging with program participants and stakeholders during interviews and content creation	
<b>Financial Criteria</b>		
Financials	Financial (Budget justification and cost realism)	40
<b>Total</b>		<b>100%</b>

## 10. Late submissions and verification

A proposal received after the submission deadline will not be considered. Bidders are responsible for ensuring their proposals are submitted according to the instructions stated herein.

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the bidders.

## 11. TIME OF DELIVERY

The successful bidders shall adhere to deliver the vegetable seeds to farmers at a designated location in November 2024 in the Districts and Sectors highlighted in the annex table below.

## 12. Validity of Proposals

Proposals submitted shall remain open for acceptance for 90 days from the last date specified for receipt of the proposal. This includes, but is not limited to pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

### **13. Limitations**

This RFP does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received as a result of the RFP.

### **14. Intellectual Property**

**Section 1. Ownership Generally.** Subject to Section 8.2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the “Work Product”) shall be the exclusive property of HPI. Upon request, the Contractor shall sign all documents and take any actions necessary to confirm or perfect HPI’s exclusive ownership of the Work Product.

**Section 2. Prior-Owned Intellectual Property.** Any intellectual property owned by a Party before the Effective Date (“Prior-Owned IP”) shall remain that Party’s sole and exclusive property. Regarding any of Contractor’s Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

**Section 3. Work Made for Hire.** To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a “work made for hire” under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a “work made for hire”, Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of Contractor’s rights of any kind or nature, now known or hereafter devised, in, too, and in connection with the Work Product, and HPI shall solely and exclusively own any rights therein, and in the elements thereof, including but not limited to any allied, ancillary, subsidiary, incidental, and adaptation rights. The contractor hereby waives any rights known as “moral rights”, and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit how HPI may use the Work Product.