

ACCESS TO FINANCE RWANDA

Request for Proposals (RFP)

for

Provision of Photography, Animation and Videography services to document AFR's program activities, projects, and success stories through high quality audio-visual materials.

Subject of Procurement:	Provision of Photography, Animation and Videography services to document AFR's program activities, projects, and success stories through high quality audio-visual materials.
Procurement Reference Number:	AFR/RFP-PHOTO & VIDEOGRAPHY/JULY/2020
Date of Issue:	24 th July 2020

24th July 2020

REQUEST FOR PROPOSALS

PROCUREMENT REFERENCE NUMBER: AFR/RFP-PHOTO & VIDEOGRAPHY/JULY/2020

Dear Prospective bidder:

Access to finance Rwanda (AFR) is a Rwandan not for Profit organization, established in March 2010 by the governments of the United Kingdom (UK) and Rwanda and with support from the UK Department for International Development (DFID). Existing funders of AFR include DFID, USAID, the MasterCard Foundation and Sweden.

AFR's strategic focus is stimulating financial sector development by partnering with financial institutions and other stakeholders to increase access to and use of financial services. We identify and address constraints that prevent the financial market from reaching Rwanda's low-income population, and promote innovations and learning that result in sustainable change in the financial sector. Improving access to financial services for the rural poor and women is a particular focus.

AFR is guided by the making Markets work for the Poor (M4P) approach recognising that efforts to increase financial inclusion have to be market led and profitable for sustainability. AFR supports the Government of Rwanda's development objectives by aligning all its interventions to the national policy frameworks including the Financial Sector Development Programme (FSDP) II, and the National Strategy for Transformation 2017-2024

Proposals should be directly responsive to all items, terms, conditions, specifications, and other documents referred to in this RFP.

- Requests for clarifications to the contract may be submitted until **Friday 31st July 2020**
- Interested parties should submit their proposals no later than **Friday 7th August 2020**

Responding bidders are advised that this solicitation does not in any way obligate AFR to make a contract award or compensate the responding firms for any costs associated with the preparation and submission of their proposals. Additionally, AFR may award a contract without conducting negotiations; all proposals should be submitted initially using your most favourable terms. AFR reserves the right to

award any resultant contract to other than the offeror submitting the lowest price proposal based on technical excellence, schedule superiority or client request.

All communications regarding this RFP should be addressed via email: procurement@afrrw

Below is the planned procurement schedule (subject to changes):

Activity	Date
a) Advert	Friday 24 th July 2020
b) Request for clarifications	Friday 31 st July 2020
c) Proposal closing date	Friday 7 th August 2020
d) Evaluation process	Friday 28 th August 2020
e) Notification to bidders	Monday 31 st August 2020
f) Contract Signature	Friday 4 th September 2020

Cordially,

Waringa Kibe

Country Director

Access to Finance Rwanda

1.1 SECTION 1: INSTRUCTIONS TO PROSPECTIVE BIDDERS

Preparation of Proposals: You are requested to submit separate technical and financial proposal, as detailed below. The standard forms in this Request for Proposal may be retyped for completion but the Consultant is responsible for their accurate reproduction.

You are advised to carefully read the complete Request for Proposals. An electronic copy of the Request for Proposals shall be considered as the original version.

Technical Proposals: Technical proposals should contain the following documents and information:

1. The Technical Proposal Submission Sheet in this Part;
2. An approach and methodology for performing the services;
3. CV's of key staff;
4. A summary of your experience in similar assignments;
5. The documents evidencing your eligibility, as listed below.
6. The consultant's comments or suggestions on the TORs and appreciation of the assignment – the objectives, tasks and deliverables

Financial Proposals: Financial proposals should contain the following documents and information:

1. The Financial Proposal Submission Sheet in this Part;

2. A copy of the breakdown of Lump Sum Price form in this Part for each currency of your proposal, showing all costs for the assignment, broken down into professional fees, and reimbursable costs if any. The costs associated with the assignment shall be in US Dollars for foreign firms and Rwandan Francs for local firms.

Validity of Proposals: Proposals must remain valid for 90 calendar days.

Submission of Proposals: The technical and financial proposals should be submitted separately, both clearly marked with the Procurement Reference Number above, the Consultant's name, and either "Technical Proposal" or "Financial Proposal" as appropriate. Proposals (both technical and financial) should be emailed to: procurement@afr.rw with clear subject line: **"Provision of Photography, Animation and Videography services to document AFR's program activities, projects, and success stories through high quality audio-visual materials."**

Language of the tender and mode of communication

The medium of communication shall be in writing. The bid, as well as all correspondence and documents relating to the bid exchanged by the Bidder and AFR, shall be written in English.

Amendment to the tender document

At any time prior to the deadline for submission of bids, AFR may amend the tender document by issuing an addendum. Any addendum issued shall be part of the tender document and shall be communicated in writing via the AFR website.

To give prospective Bidders reasonable time in which to take an addendum into account in preparing their bids, AFR may, at its discretion, extend the deadline for the submission of bids; in which case all rights and obligations of AFR and Bidders previously subject to the deadline shall thereafter be subject to the deadline as extended.

Late bids

AFR shall not consider any bid that arrives after the deadline for submission of bids. Any bid received by AFR after the deadline for submission of bids shall be declared late, rejected, and returned unopened to the Bidder.

1.2 SECTION 2: ELIGIBILITY CRITERIA

Eligibility Criteria: You are required to meet the following criteria to be eligible to participate in the procurement exercise:

1. have the legal capacity to enter into a contract;
2. not be insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances;
3. not have had your business activities suspended;

4. have fulfilled your obligations to pay taxes and social security contributions;
5. have the nationality of an eligible(defined in the proceeding section) country;
6. not to have a conflict of interest in relation to this procurement requirement; and

Documents Evidencing Eligibility: Consultants are requested to submit copies of the following documents as evidence of your eligibility and sign the declaration in the Technical Proposal Submission Sheet:

1. Certificate of Business Incorporation or Trading licence /Certificate of Registration;
2. Evidence of statutory compliance such as a valid tax clearance certificate (RRA Certificate) and A valid social contribution certificate (RSSB Certificate)
3. Signed copy of code of ethical conduct in business.
4. Any other relevant documentation.

NOTE: Failure to submit the above required documents will lead to disqualification from Technical and Financial evaluation

Nationality of Personnel: All personnel employed under any resulting contract shall have the nationality of an eligible country to conduct business in Rwanda.

All countries are eligible, unless as a matter of law or official regulation, the Government of Rwanda prohibits commercial relations with that country or by an act of compliance with a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations, the Government of Rwanda prohibits any import of Supplies from that country or any payments to persons or entities in that country.

1.3 SECTION 3: EVALUATION OF PROPOSALS

Evaluation of Proposals: The evaluation of Proposals will use the **Quality Cost Based** methodology as detailed below:

1. Preliminary examination to determine eligibility (as defined below) and administrative compliance to this Request for Proposals on a pass/fail basis;
2. Detailed Technical evaluation will contribute 80%;
3. Financial scores will allocated 20% to determine the best evaluated bid.

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

Technical Criteria: Proposals shall be awarded scores out of the maximum number of points as indicated in below.

Evaluation Criteria	Marks
The firm experience in video production and photography services	20
Team composition and individual experiences (video camera operators, script writers, editors, graphic designers, animators, photographers)	20
Individual's degree and professional qualifications in the relevant field	15
Possession of professional equipment (video and photo cameras)	15
Understanding of TORs	10
Grand Total	80

Minimum technical score: The mark required to pass the technical evaluation is 56 out of 80 which is 70% of the Technical Score

Financial Criteria:

Pricing information should not appear in any other section of the proposal other than the financial proposal.

Financial scores shall be determined by awarding a maximum of 20 points to the lowest priced proposal that has passed the minimal technical score and giving all other proposals a score which is proportionate to this.

Total scores: Total scores shall be determined using a weighting of 80% for technical proposals and a weighting of 20% for financial proposals.

Currency: Proposals should be priced in **US Dollars for foreign firms and Rwandan Francs for local firms.**

Best Evaluated Bid: The best evaluated bid shall be the firm with the highest combined score and shall be recommended for award of contract.

Right to Reject: AFR reserves the right to accept or reject any proposal or to cancel the procurement process and reject all proposals at any time prior to contract signature and issue by AFR, without incurring any liability to Consultants.

AFR reserves the right, at its sole discretion, to reject all proposals received and seek fresh proposals, to negotiate further with one or more of the bidders, to defer the award of a contract or to cancel the competition and make no contract award, if appropriate.

1.4 SECTION 4: TECHNICAL PROPOSAL SUBMISSION SHEET

[Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your technical proposal is authorised in the signature block below. A signature and authorisation on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorised, it may be rejected.]

Proposal Addressed to:	Access to Finance Rwanda
Date of Technical Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

We offer to provide the services described in the Statement of Requirements, in accordance with the terms and conditions stated in your Request for Proposals referenced above.

We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified in Part 1: Proposal Procedures of your Request for Proposals.

We have signed and undertake to abide by the Code of Ethical Conduct for Bidders and Providers attached during the procurement process and the execution of any resulting contract;

Our proposal shall be valid until _____ *[insert date, month and year]* and it shall remain binding upon us and may be accepted at any time before or on that date;

I/We enclose a separately sealed financial proposal.

Technical Proposal Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____

(DD/MM/YY)

Authorised for and on behalf of:

Company: _____

Address: _____

CODE OF ETHICAL CONDUCT IN BUSINESS FOR BIDDERS AND PROVIDERS

1. Ethical Principles

Bidders and providers shall at all times-

- (a) maintain integrity and independence in their professional judgement and conduct;
- (b) comply with both the letter and the spirit of-
 - i. the laws of Rwanda; and
 - ii. any contract awarded.
- (c) avoid associations with businesses and organisations which are in conflict with this code.

2. Standards

Bidders and providers shall-

- (a) strive to provide works, services and supplies of high quality and accept full responsibility for all works, services or supplies provided;
- (b) comply with the professional standards of their industry or of any professional body of which they are members.

3. Conflict of Interest

Bidders and providers shall not accept contracts which would constitute a conflict of interest with, any prior or current contract with AFR. Bidders and providers shall disclose to all concerned parties those conflicts of interest that cannot reasonably be avoided or escaped.

4. Confidentiality and Accuracy of Information

- (1) Information given by bidders and providers in the course of procurement processes or the performance of contracts shall be true, fair and not designed to mislead.
- (2) Providers shall respect the confidentiality of information received in the course of performance of a contract and shall not use such information for personal gain.

5. Gifts and Hospitality

Bidders and providers shall not offer gifts or hospitality directly or indirectly, to staff of AFR that might be viewed by others as having an influence on a government procurement decision.

6. Inducements

- (1) Bidders and providers shall not offer or give anything of value to influence the action of a public official in the procurement process or in contract execution.
- (2) Bidders and providers shall not ask a public official to do anything which is inconsistent with the Act, Regulations, Guidelines or the Code of Ethical Conduct in Business.

7. Fraudulent Practices

Bidders and providers shall not-

- (a) collude with other businesses and organisations with the intention of depriving AFR of the benefits of free and open competition;
- (b) enter into business arrangements that might prevent the effective operation of fair competition;
- (c) engage in deceptive financial practices, such as bribery, double billing or other improper financial practices;
- (d) misrepresent facts in order to influence a procurement process or the execution of a contract to the detriment of AFR; or utter false documents;
- (e) unlawfully obtain information relating to a procurement process in order to influence the process or execution of a contract to the detriment of the AFR;
- (f) withholding information from the Procuring Disposing Entity during contract execution to the detriment of the AFR.

I agree to comply with the above code of ethical conduct in business.

AUTHORISED SIGNATORY

NAME OF CONSULTANT

1.5 SECTION 5: FINANCIAL PROPOSAL SUBMISSION SHEET

[Complete this form with all the requested details and submit it as the first page of your financial proposal, with the documents requested above attached. Ensure that your proposal is authorised in the signature block below. A signature and authorisation on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorised, it may be rejected. The total price of the proposal should be expressed in the currency or currencies permitted in the instructions above.]

Proposal Addressed :	AFR
Date of Financial Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

The total price of our proposal is: _____.

We confirm that the rates quoted in our Financial Proposal are fixed and firm for the duration of the validity period and will not be subject to revision or variation.

Financial Proposal Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____
(DD/MM/YY)

Authorised for and on behalf of:

Company: _____

Address: _____

Breakdown of Lump Sum Price

[Complete this form with details of all your costs and submit it as part of your financial proposal. Where your costs are in more than one currency, submit a separate form for each currency. Authorise the rates quoted in the signature block below.]

Procurement Reference Number: _____

CURRENCY OF COSTS: _____

FEES				
Name and Position of Personnel	Input Quantity	Unit Input	of Rate	Total Price
TOTAL:				

REIMBURSABLE AND MISCELLANEOUS COSTS				
Description of Cost	Quantity	Unit Measure	of Unit Price	Total Price
TOTAL:				

TOTAL LUMP SUM PRICE IN CURRENCY: _____

Breakdown of Lump Sum Price Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____
(DD/MM/YY)

Authorised for and on behalf of:

Company: _____

2.0 TERMS OF REFERENCE

Terms of Reference for providing Photography, Animation and Videography services to document AFR's program activities, projects, and success stories through high quality audio-visual materials.

Background

Access to Finance Rwanda (AFR) is a Rwandan Not for Profit Organization, established in March 2010 by the governments of Rwanda and the United Kingdom (UK) and is currently funded by the UK Department for International Development (DFID), MasterCard Foundation, USAID and Sweden. Guided by the Making Markets Work for the Poor (M4P) approach, AFR's strategic focus is to stimulate financial sector development and address constraints that prevent the financial market from reaching Rwanda's low-income population. For more details visit our website: www.afr.rw

AFR is seeking a service provider that provides professional photography, animation, and videography services with experience in producing audio-visual materials for development work. The service provider assist the organisation to document its various project activities and success stories through photography, animation, and videography. This production will make part of AFR's program and projects' audio-visual portfolio.

Objective of the assignment

Documenting AFR's work through high quality Photography, Animation, and Videography with appealing graphics and sound.

Methodology and technical approach

The methodology and technical approach for each task will be discussed between both sides (The successful Bidder and AFR).

Description of services

- Collect information and document AFR's program and projects' activities in various parts of the country through high resolution Videos, Animations, and Photos.
- Produce high quality TV and Radio broadcasting materials with alluring images and sound
- Produce short audio-visual clips such as promo videos, animations, and video summaries of events, field visits, and conferences.
- Produce TV and Radio Spots/Adverts
- Provide full-length audio-visual coverage services for events, field visits, and conferences ;
- Produce video or animation presentations;
- The contractor shall be responsible for obtaining all necessary licenses for all materials such as music and graphics to be used in any deliverable.

- The contractor will be responsible for expenses related to their work including costs for accommodation and transport wherever the information is collected;
- AFR will own all copyrights on the materials produced by the contractor.

Scope of work

The firm will work in close coordination with Access to Finance Rwanda's Communications Team on the execution and delivery of each assignment and will be expected to undertake the following tasks:

1. Collect photographs depicting AFR's work across its programs and projects (Quarterly). All photos will be dated and submitted with captions via AFR's cloud storages.
2. Provide full-length video and photo coverage (Including social media photo/video live coverage) of AFR events, field visits, and conferences (On demand)
3. Produce high quality videos such as documentaries for TV and Radio broadcasting, 20-40 minutes TV and Radio program, at least 1 video in 5 months.
4. Produce at least 6 short promo videos in 5 months for AFR's program focus areas and projects.
5. Produce AFR branded **creative** animations for social media (On demand).
6. Produce short TV/Radio spots or adverts (On demand).
7. Produces short (2-5 minutes) video highlights of events, field visits, and conferences (On demand).

All the activities and associated costs will be organized and paid by the contractor.

Required Experience and Qualifications

- The bidding firm should have at least 5 years of experience in communications, advertising, digital content development, branding or related fields working with renowned local and international institutions
- The firm should have a competent and creative team of at least 6 highly skilled individuals (Photographers, Animators, Video camera operators, Audio-visual Producers and Editors, Creative Directors, Script Writers, Graphic Designers)
- The proposed team should possess university degrees in Journalism and Communication, Design and branding, Creative Art, TV and Radio Production or related fields with at least 4 years of experience each. Employees CVs and relevant degree certificates should be submitted as part of the proposal
- The firm should provide their photography portfolio and at least 6 sample videos of their previous recent work. The samples should include TV spots/Adverts, short video highlights of events, animation, documentaries.
- Possession of an office and an audio-visual studio equipped with high quality professional equipment (Computers, Cameras and accessories, Drones, Recorders,

Lighting, etc...) Photos of the office and studio equipment should be submitted along with the proposal.

- Possession of licensed and latest design/editing software such as the Adobe Creative Collection.
- At least 4 recommendations letters from previous employers on similar assignments
- The Company must be able to deliver the mentioned audio-visual productions in 2 languages (English and Kinyarwanda). English or Kinyarwanda translation of any produced audio-visual material should be provided by the contractor on AFR request.

A visit to the Studio shall be done any time and any day by AFR Tender Committee.

Other requirements:

Demonstrated creativity and innovation
Teamwork and collaboration skills
Excellent Time Management

Contract duration

The service provider will be contracted for the remainder of AFR's Phase II Program (5 months) with a possible 6 months extension depending on performance and availability of funds.

Reporting

The successful candidate will administratively be under the overall supervision of the Head of Measurements and Results Monitoring but work collaboratively with the Communications and Market Development Manager

Competition criteria:

- The firm experience in video production and photography services (20%)
- Team composition and individual experiences (video camera operators, script writers, editors, graphic designers, animators, photographers) (20%)
- Individual's degree and professional qualifications in the relevant field (15%)
- Possession of professional equipment (video and photo cameras, (15%)
- Understanding of TORs (10%)
- Financial proposal (20%)

Submission of Technical and Financial Proposals

Interested bidders should submit their combined Technical & Financial Proposals
Friday 7th August 2020.