



REQUEST FOR PROPOSALS (RFP)

Development of a VIDEO
featuring Canadian HIV/AIDS stories
for Canada Exhibit at International AIDS Conference 2018

Statement of Work

REQUIREMENT

To produce a bilingual (6-8 minutes maximum) video profiling preselected Canadian HIV/AIDS stories of affected people and representatives of HIV/AIDS organizations and relevant Canadian government officials to illustrate key messages regarding Canadian experiences and achievements.

BACKGROUND

The International AIDS Conference is the world's premier global conference on HIV/AIDS. The AIDS 2018's theme of "Breaking Barriers, Building Bridges," will draw attention to the need for rights-based and evidence-informed approaches to reach key populations, especially vulnerable communities – and call for collaborative action across borders to fight the disease.

AIDS 2018 gives Canada the opportunity to reaffirm its commitment to the HIV/AIDS response, nationally and globally. Historically led by civil society with support from the Public Health Agency of Canada, the Canada Exhibit will showcase challenges met and overcome, and best practices related to prevention, treatment, and care – and give Canadians a place to convene and learn from international delegates.

The video produced will run on a loop on a large screen in the Canada Exhibit as well as be available online.

OBJECTIVE

1. The objective of this project is to produce a bilingual (6-8 minutes maximum) video profiling preselected stories of affected people and representatives of

AIDS organizations and relevant Canadian government officials to illustrate key messages regarding Canadian experiences and achievements.

2. The video is intended to inform International AIDS Conference delegates and the public and showcase best practices, achievements, and challenges met and overcome in the Canadian response to HIV/AIDS. Production should include:
 - Filmed testimonials with up to 5 people in Ottawa and contractor's location.
 - Filmed interviews with organizational and government officials in Ottawa.
 - Integration of informational content provided by CSIH
 - a) Production will work to include a mix of existing amateur video as appropriate and available, along with new fresh visuals to be shot in two locations (Ottawa and contractor's location).
 - b) Will include French/ English subtitles.

SCOPE

7. The contractor will be required to perform the following work between April 16 - June 15, 2018 as follows:
 - a) Develop a project plan and production schedule for executing the work for agreement by CSIH;
 - b) Develop an approved script/narrative for the video;
 - c) Pre-Production: Coordination and scheduling of location shoots, source video and B-roll footage requirements;
 - d) Production: On-site, one-three days per location shoots;
 - e) Post-Production: Post-production work, including editing, subtitles, sound and packaging of videos; and
 - f) Final delivery of video.

TASKS

9. In order for the Contractor to meet the deliverable, CSIH will:
 - a) Provide an executive summary of selected stories to showcase;
 - b) Identify the locations for filming, as well as the partners, personnel and any others to be featured in the video;
 - c) Provide logistical support and accompaniment for interviews;
 - d) Provide amateur video testimonials; and
 - e) Provide supporting information about HIV/AIDS in Canada

The Contractor will:

- a) Work closely with CSIH in undertaking this work, with weekly updates and an initial kick-off meeting;
- b) Conduct on-site location shoots in:
 - i) Ottawa/National Capital Region, Ontario;
 - ii) Contractor's city

DELIVERABLES

10. This project will include four phases (with expected timelines elaborated below):

- a) Project Plan: The Contractor will develop a project plan for executing the work for agreement by CSIH. The plan will outline the overall approach for creation of the video, the timing of key milestones (including delivery of rough cuts), and will be discussed at a project kick-off meeting. The plan will be revised by the Contractor to reflect CSIH feedback within 5 working days on the kick-off meeting;
- b) Pre-Production: The Contractor will work with CSIH staff to coordinate and schedule location shoots; source video and B-roll footage requirements;
- c) Production: The Contractor will conduct on-site location shoots at identified locations. All material from location shoots to remain property of CSIH; and
- d) Post-Production: The Contractor will conduct the necessary post-production work, including editing, subtitles, sound and packaging of videos.

Table 1:

Item	Date Due
Kick-Off Meeting	Within one week of contract award
Project Plan	Within five(5) working days of kick-off meeting
Pre-Production	To be informed by Contractor Project Plan
Production	To be informed by Contractor Project Plan
Post-Production	To be informed by Contractor Project Plan
Final deliverable of videos	15 June 2018
Completion of contract	15 June 2018

PROPOSED STRUCTURE

11. Respondents to this RFP are requested to structure their proposals using the headings outlined in table 2:

Table 2:

Introduction	This section should introduce and briefly explain the firm, its capabilities and its experience in handling an assignment of this nature.
Understanding of the Project	This section should explain the Contractor's understanding and interpretation of the objectives and requirements of this project.
Technical Proposal	The technical proposal should include: A listing and description of the major tasks to complete the work, using this RFP as a guide; A description of methods to be used; A listing of data and other sources to be used in the project; and A production schedule.
Ability to meet Milestones/Timelines	A production schedule on time and on budget; and A summary of any travel requirements to complete the project.
Summary of Qualifications and Experience	This section should include a brief résumé of the qualifications and experience of the Contractor and of key project personnel as they relate to this RFP. It should clearly outline both corporate and individual experience in working in the production of corporate videos. Up to three examples of a similar production should be included in the proposal.

LANGUAGE OF WORK

12. The contractor shall communicate with CSIH in English and provide electronic and paper copies of any deliverables in English.

PROPOSAL EVALUATION

14. CSIH will evaluate all compliant proposals received. The evaluation framework outlined in table 3 will be used in the selection.

Request for proposals (RFP)

1. BID CLOSING DATE AND TIME

- a) Bids will close April 9 at 12:00PM Eastern Daylight Time.

2. AUTHORITIES

The Procurement, contract and technical Authority for this RFP is:
Canadian Society for International Health
1 Nicholas, Suite 726
Ottawa, ON K1N7B7

3. PROPOSALS

- b) Proposals are to be submitted to:
mbuchanan@csih.org
Canadian Society for International Health
613 241 5785 x 303
- c) All proposals must be valid for a minimum of 30 days following the bid closing date and time identified above.
- d) In order to be considered responsive to this RFP, bidders must submit their proposals in two (2) separate sections, as follows:
 - i. Technical Proposal (1 Copy)
 - ii. Financial Proposal (1 Copy)

4. TECHNICAL PROPOSAL

- a) The contractor shall submit evidence in sufficient detail to allow review of their proposal against the criteria specified in the statement of work. It is recommended that the bidders include a compliance checklist in their proposals, cross-referencing each mandatory criterion with the relevant portion of their proposals. Only information in the proposal for the stated evaluation criteria will be evaluated.

FINANCIAL PROPOSAL

- a) Costs shall not appear in any area of the proposal except in the financial proposal. The contractor's price shall be all-inclusive for the services identified in the attached statement of work. Any associated costs such as travel, meals, technical equipment, royalty fees, insurance and required staffing must be included in the financial proposal.
- b) The anticipated budget for this project is approximately \$15,000 CAD.

5. SELECTION METHODOLOGY

- a) Proposals received prior to bid closing will be reviewed for completeness and conformance to the evaluation criteria and requirement of this RFP. Proposals that are incomplete or where information is not provided in sufficient detail may be deemed non-compliant and be considered non-responsive;
- b) Proposals will be evaluated based on compliance and cost.

6. ENQUIRIES - SOLICITATION STAGE

- a) All enquiries concerning this RFP must be submitted in writing to the Procurement Authority as early as possible within the bidding period.
- b) Information provided by the bidder orally will not be binding. The contractor must have written confirmation from the Procurement Authority for any changes, alterations, etc., concerning this RFP; and
- c) Technical enquiries, which are of a proprietary nature, must be clearly marked "PROPRIETARY" at each relevant item. They will be treated accordingly, except where two or more identical proprietary questions are received, in which case they will be answered with copies to all bidders.

7. CONTRACT PERIOD

- a) The proposed contract period is April 16, 2018 – June 15, 2018.