



**International Rescue Committee, Inc.**

**Request for Proposal for: Animated Video Production**

**August 2<sup>nd</sup>, 2016**

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## I. IRC OVERVIEW

The International Rescue Committee helps people whose lives and livelihoods are shattered by conflict and disaster to survive, recover, and gain control of their future. Founded in 1933 at the request of Albert Einstein, the IRC works with people forced to flee from war, conflict and disaster and the host communities that support them, as well as with those who remain within their homes and communities. At work today in over 40 countries and 22 U.S. cities, we restore safety, dignity and hope to millions who are uprooted and struggling to endure.

In 2015, the IRC and our partners:

- Helped 23 million people whose lives and livelihoods were shattered by conflict and disaster to survive, recover, and gain control of their future.
- Provided 16.1 million people with primary and reproductive health care
- Gave 3.3 million people access to clean drinking water and sanitation
- Vaccinated over 364,000 children under the age of one against disease
- Helped 331,448 women deliver healthy babies in IRC-supported clinics and hospitals
- Treated 104,096 children under the age of five for acute malnutrition.
- Provided schooling and educational opportunities to over 1 million girls and boys, and trained over 23,000 educators
- Provided counseling or cared for over 32,499 vulnerable children and provided skills training or access to financial services to another 10,917 young people
- Counseled and provided essential services to over 10,809 survivors of gender-based violence and educated and mobilized over 1,222,877 men, women and children to lead prevention efforts in their communities
- Created 1,231 village savings and loan associations (VSLAs) that benefited some 32,722 members in 8 countries
- Provided 18,338 farmers with agricultural or agribusiness training
- Provided job-related skills training (entrepreneurship, business and financial literacy, vocational training) to 18,417 people
- Provided legal assistance to 22,000 people through IRC-supported legal centers

See more details about our impact at: <http://www.rescue.org/>

## II. PROJECT BACKGROUND AND CONTEXT

IRC currently operates in the U.S., Africa, Middle East, Asia, and Europe. For a complete listing of countries in which IRC operates and supports refugee programs, please visit <http://www.rescue.org/where>.

IRC is seeking proposals from qualified Bidders to develop a short and engaging animated video that can be used by country programs to facilitate a creative and critical thinking process to design programs that meet the safety needs of children in a specific context. A discussion guide developed by the IRC will accompany the video as further described in this Request for Proposals (RFP).

## III. DESIRED SERVICES & SCOPE OF WORK

IRC is committed to operating its business in accordance with the highest ethical standards and has adopted a number of policies and procedures to clarify and define the expectations for and

obligations of its staff.

## **Content Scope**

The animated video and narration will be created from the vantage point of two children (a girl and a boy) in a generic country context. We want viewers to feel as though they are in the children's shoes and facing the same challenges and experiences. In the animation, the children will 'walk' down a path that presents the evidence and theory of change from the OEF to prompt discussion questions and contextual reflection.

- **Duration**
  - The animated video will be 8-10 minutes total
  - It will be broken into 'chapters', representing specific sub-outcomes (re: [children's safety in the home](#) & [children's safety in the community](#))
  - Designed as a tool to facilitate a sequenced discussion, the animation will be comprised of a series of short animated segments of important information with deliberate pauses in between (i.e. 45 seconds of animation followed by a pause for discussion; followed by 1 min of animation and another pause)
- **Users & Target Audience**
  - The users of this animated video will be the IRC's Technical Advisors as well as technical Coordinators based in country programs; they will use the animated video along with the discussion guide to facilitate a collaborative process of program design
  - The target audience of this animated video will be national and international program staff in IRC country offices who work on the front lines of humanitarian assistance in conflicts and crises
  - In addition, the animation could also be shared with donors to demonstrate the rigorous, outcomes-oriented approach that the IRC takes to program design
- **'Look and feel' of the animation**
  - The images and narrative of this animation should spark critical and creative thinking – it should be thought provoking and engaging
  - The pace and language of the animation needs to be accessible for a wide range of educational backgrounds and for those whose first language may not be English
  - It should present a familiar and yet non-specific cultural context(s) that broadly represents the environments in which the IRC works
  - The animation should be able to be easily dubbed into other languages for use in multiple contexts

The following animated videos are a useful reference point for this product:

<https://vimeo.com/141064221>

<https://www.youtube.com/watch?v=wX4Cfu3Dd2E>

<https://vimeo.com/153228331>

*Please see **Annex 1** for initial thinking on the imagery and narrative of the opening scenes of the video as a starting point for vendors bidding on this product. We are eager to discuss this with the selected design firm and co-create the vision and approach to scripting the final narrative.*

## Deliverables and Timeline

1. Consultation with the IRC to propose design process for animated video and development of shared vision for the product (August 2016)
2. Character sketches and storyboard based on IRC-provided outline (early Sept 2016)
3. First iteration of full animated video provided to IRC (September 2016)
4. Revisions of animated video based on feedback from IRC field testing of product and user experience (November/early December 2016)
5. Provision to IRC of final video, available both online (Vimeo) and the full file for download (December 2016)

**NOTE:** Depending on the vendor's capacities, we would also explore working with them to produce translated versions of the animated video into French and/or Arabic – i.e. dubbing the animation in the languages using translation of the narration provided by the IRC.

**Appendix A:** In order to help you develop your proposal, IRC has provided a detailed narrative depiction of opening scenes, narration and corresponding guidance for the facilitators regarding what we envisage for the animated video. Please refer to Appendix A for additional information on the creative and messaging aspects of the video requirement.

## IV. EVALUATION OF PROPOSALS

Proposals will be scored using the following technical criteria. Points for each question will range from 0-20. The maximum technical score is 100 points. Proposals should address each evaluation criteria.

- **Adherence to the RFP Requirements:** Did the bidder conform to all requirements and product or service specifications in the RFQ or RFP? (0-25)
- **Technical Criteria:** Includes the bidder's understanding of the service or procurement required, bidders' management plan, supplier's qualifications and bidders' overall resources. Does the supplier have the right qualifications (registration, insurance, experience)? (0-25)
- **Management Criteria:** Includes the bidder's experience on similar projects/procurements, bidder's performance on similar projects/procurements, bidder's available facilities and resources for the project/procurement and the bidder's plan for management and control of the project/procurement? (0-20)
- **Cost Criteria:** In most cases cost is evaluated using value for money unless otherwise directed by donor requirements. (0-15)
- **IRC Small and Disadvantaged Businesses Guideline:** Does the bidder fall into this group? (0-15 )

Award will be made on the basis of "best value", as determined by the evaluation process.

- IRC reserves the right to award multiple contracts. Final selection is at IRC's sole discretion.
- No minimum amount of work is guaranteed.
- Proposals submitted in response to this solicitation must comply with the instructions and procedures contained herein

## V. PROPOSAL FORMAT AND REQUIREMENTS

In order to secure information in a form, which will ensure that your proposal will be properly evaluated. Standard proposal formats are acceptable provided the following information is included:

1. Name, address, telephone number and email address for principal contact.
2. A brief outline of your organization and services offered, including:
  - Full legal name, jurisdiction of organization or incorporation and address of the company
  - Full legal name and country of citizenry of company's President and/or Chief Executive Officer, and all other officers and senior managers of the company
  - Year business was established
3. Name and professional qualifications of personnel who would provide the services.
4. Names, addresses, phone numbers and email addresses of at least two clients of similar industry and scope of operations as IRC that IRC could contact as references.

### **CONTACT FOR BID INQUIRIES**

All inquiries concerning this solicitation shall be addressed to the following Designated Contact:

**Angela Marshall, Project Manager-Child Protection**    [angela.marshall@rescue.org](mailto:angela.marshall@rescue.org)    **(212) 551-0998**

Please email an electronic version of your response (via e-mail), including all supporting documentation, and direct questions about the RFP to each of the designated contacts.

All questions should be submitted in writing (via email) citing the particular bid section and paragraph number. Bidders should note that all clarifications and exceptions are to be resolved prior to the submission of a bid.

Only questions received during the Question and Answer period (as outlined in the RFP Calendar) will be addressed. No telephone questions will be answered. Official answers to the questions will be posted on IRC's website at [www.IRC.com/procurement](http://www.IRC.com/procurement), on the date indicated in the RFP Calendar.

### **RFP CALENDAR/TIMELINE**

- RFP published – 8/4/2016
- Questions and Answers period – 8/9/2016
- RFP responses due – 8/18/2016
- Vendor meetings (as necessary) week of 8/21/2016
- Vendor selected and notified week of 8/28/2016

## VI. OTHER TERMS AND CONDITIONS

### **INSURANCE**

Prior to the commencement of the work to be performed by the successful Bidder, the Bidder shall file with IRC Certificates of Insurance evidencing compliance with all requirements contained in this RFP. Acceptance and/or approval by IRC does not and shall not be construed to relieve Bidder of any

obligations, responsibilities or liabilities under the contract awarded by this RFP.

All insurance required by the RFP shall be obtained at the sole cost of the bidder and shall be maintained with insurance carriers licensed to do business in New York State and acceptable to the IRC, shall be primary and non-contributing to any insurance or self-insurance obtained by the IRC, shall be endorsed to provide written notice be given to the IRC at least thirty days (30) prior to the cancellation, non-renewal or material alteration of such policies, which notice, evidenced by return receipt of U.S. Certified Mail, and shall be sent in accordance to the provisions of this agreement and shall name the IRC, its officers, agents and employees as additional insurers hereunder.

The Bidder shall be solely responsible for the payment of all deductibles and self-insured retentions to which such policies are subject. Deductibles and self-insured retentions must be approved by IRC. Such approval shall not be unreasonably withheld.

If IRC allows subcontracting, the Bidder shall require that any subcontractors hired carry insurance with the same limits and provisions provided herein.

The Bidder shall cause all insurance to be in full force and effect as of the commencement date of the contract awarded as a result of this RFP, and to remain in full force and effect throughout the term of the contract and as further required by this RFP. The Bidder shall not take any action, or omit to take any action that would suspend or invalidate any of the required coverage during the period of time such coverage are required to be in effect.

Not less than thirty (30) days prior to the expiration date or renewal date, the Bidder shall supply IRC with updated replacement Certificates of Insurance, and amendatory endorsements.

The Bidder, throughout the term of the contract, or as otherwise required by this RFP, shall obtain and maintain in full force and effect, the following insurance with limits not less than those described below and as required by the terms of this RFP, or as required by law, whichever is greater (limits may be provided through a combination of primary and umbrella/excess policies):

1. Commercial General Liability Insurance with a limit of not less than \$1,000,000 each occurrence, with a limit of not less than \$1,000,000 aggregate. Such liability shall provide equivalent coverage and shall cover liability arising from premises operations, independent contractors, products-completed operations, broad form property damage, personal & advertising injury, cross liability coverage, liability assumed in a contract (including the tort liability of another assumed in a contract) and explosion, collapse & underground coverage.
2. Workers Compensation, Employers Liability, and Disability Benefits as required by New York State.
3. Comprehensive Business Automobile Liability Insurance with a limit of not less than \$1,000,000 each accident. Such insurance shall cover liability arising out of any automobile including owned, leased, hired and non-owned automobiles.
4. Professional Liability Insurance, covering actual or alleged negligent acts, errors or omissions committed by the Contractor, its agents or employees, arising out of the work performed under this Agreement. The policy coverage shall extend to include bodily injury and property damage from

negligent performance of professional services and personal injury liability coverage for claims arising out of performance of services. The policy shall have limits of liability of not less than \$1,000,000 each occurrence, with a limit not less than \$1,000,000 aggregate. The Contractor shall be responsible for payment of all claim expenses and loss payments with the deductible.

Waiver of Subrogation. Bidder shall cause to be included in each of its policies insuring against loss, damage or destruction by fire or other insured casualty a waiver of the insurer's right of subrogation against IRC, or, if such waiver is unobtainable (i) an express agreement that such policy shall not be invalidated if Bidder waives or has waived before the casualty, the right of recovery against IRC or (ii) any other form of permission for the release of IRC.

Awarded Bidder shall furnish evidence of all policies to IRC, before any work is started. Certificates of Insurance may be supplied as evidence of such aforementioned policies; however, if requested by the Agency, the Bidder shall deliver to IRC within forty-five (45) days of the request a copy of such policies, certified by the insurance carrier as being true and complete. If a Certificate of Insurance is submitted it must: (1) be signed by an authorized representative of the insurance carrier or producer and notarized; (2) disclose any deductible, self-insured retention, aggregate limit or any exclusions to the policy that materially change the coverage; (3) indicate the Additional Insurers and Named Insurers as required herein; (4) reference the Agreement by number on the face of the certificate; and (5) expressly reference the inclusion of all required endorsements.

If, at any time during the term of the resulting contract, insurance as required is not in effect, or proof thereof is not provided to IRC, IRC shall have the option to: (i) direct the Contractor to suspend work with no additional cost or extension of time due on account thereof, or (ii) treat such failure as a breach in contract.

#### **IRC SMALL & DISADVANTAGED BUSINESS GUIDELINE**

It is the policy of IRC to encourage the greatest possible participation of disadvantaged businesses as bidders in compliance with New York State laws and USAID donor requirements. IRC has established goals for each of the following disadvantaged business categories:

- Small Business (SB)
- Small Disadvantaged (SDB) including Alaska Native Corporations and Indian Tribes,
- Women-owned and Economically Disadvantaged Women-Owned (WOSB)
- Historically Underutilized Business Zone (HUBZone),
- Veteran Owned Small Business (VOSB)
- Service-Disabled Veteran-Owned (SDVOSB) Small Businesses and "Other than Small Business"

For purposes of this bid response, bidders should indicate their eligibility for any of the above-listed categories. If chosen as a finalist, you will be required to provide your registration number as well as additional information.

**NOTE: Not having disadvantaged business status will not disqualify you from participating in this tender**



### **WITHDRAWAL OF RFP**

Proposals may be withdrawn before the RFP submittal deadline by submitting a written request to the Contact Person. Re-submittal before the RFP submittal deadline can be made; however, they may not be re-submitted after the deadline.

### **RFP COSTS**

All costs incurred in the preparation and presentation of proposals to the RFP shall be completely absorbed by the responding party to the RFP. All documents submitted as part of the RFP will become property of the IRC. Requests for specific material to be returned will be considered. Any material submitted that is confidential must be clearly marked as such.

### **AWARD BASIS**

At the option of the IRC, finalists for the Agent designation may be selected for a final round of negotiations; however, applicants are encouraged to present their best offers with their initial submission. IRC reserves the right to accept or reject any and all proposals, to waive any irregularities in any proposal process, and to make an award of contract in any manner in which IRC, acting in the sole and exclusive exercise of its discretion, deems to be in IRC's best interest.

### **CONTRACTUAL DEVELOPMENT**

Once an applicant is approved as the exclusive Agent, the successful respondent will enter into a contract with the IRC. Contract discussion and negotiation will follow the award selection. Bidders must be amenable to inclusion, in a contract, of any information provided whether herein or in response to this RFP, or developed subsequently during the selection process.

### **CONTRACT TERMS**

Firms that are selected as the exclusive Agent are eligible to enter into a service contract. The IRC may terminate the contract upon written notice to the Agent of not less than thirty (30) days.

### **EQUAL OPPORTUNITY**

The IRC emphasizes that all respondents will receive full consideration without regard to race, color, religion, sex, national origin, sex, disability, age or sexual orientation. Minority and women-owned firms are especially encouraged to respond to this RFP.

### **LIMITATIONS**

The IRC, reserves the right to reject any and all Proposals and to waive any informality in the solicitation process. Total proposal length excluding cover letter should not exceed 12 pages.

## **ANNEX A: Description of opening scenes, narration and corresponding guidance for the facilitators**

### **1) Opening Scene**

- **Image:** Two children standing in the middle of the video screen by themselves with nothing else around. As the narration begins, the image starts to get richer. A sky appears with birds, clouds, sun, etc., then houses start appearing one by one, then a school appears, then workplaces appear one by one, then paths connecting places, etc. Eventually, by the time the narration finishes, you see the children standing in front of a community. The children will then be magnified and messages/images will pop up around them about how violence impacts their development.
- **Narrative/Voice:** The IRC aims for positive, meaningful impact in the lives of people we serve. To do this, we must understand the needs of the people we serve, we must think critically about whether our current or previous interventions are meeting or have met those needs and we must design new programs around the evidence or knowledge that exists to improve safety outcomes for children. How do we propose to keep children safe in the place they live? This is the question we will seek to answer as we venture through the 'Path to Safety' video. To do this, we first need to understand the impact of violence on a child's physical, social, emotional and intellectual development.

### **2) Scene 1: What do we know causes harm to children? (Evidence)**

- **Image:** The children start walking on a winding path through the community towards their home. They stop in front of the door. Everything else disappears and the house is magnified with the children standing in front of the door. Big dark rain clouds fill the sky, with bright yellow lightning and sounds of thunder on top of the house and children. The children open the door and walk inside. The clouds have a written message: global evidence for the causes of violence in the home. Rain drops start to fall on top of the roof of the house. Each drop is magnified with written messages indicating each evidence-based cause of violence against children in the home. After all of the drops have fallen with the messages, the rain stops and a yellow lightning bolt strikes with a message that reads: What are the causes of violence against children in a home setting in this context?
- **Narrative/Voice:** There is global evidence on the causes of violence against children. It a topic that has been studied for a long time in many different contexts. Here is some information about what we know (the narrator reads out each of the messages in the magnified drops falling on the house).

Facilitator: When the lightning strikes, the facilitator pauses the video and initiates a discussion about contextual causes of violence against children in the home (draws a house on flip chart paper and writes all responses in the house and hangs on the wall). Then poses the questions: what are the reasons children are not safe in their homes?; how do we know this?; Has there been any research conducted in

your country about violence against children in the home?; Do we have any existing knowledge from programs we have implemented? This is the moment to facilitate a meaningful discussion about evidence and understanding the difference between concrete evidence and what we think we know. Out of this conversation we will be able to identify contextual gaps in evidence (...which will hopefully lead participants to design research-based programs to fill that gap).

### **3) Scene 2: What do we know keeps children safe? (Outcomes)**

- **Image:** The two children open the door and come back outside of the house. The house shrinks in size and becomes a part of the original scene that was shown in the opening scene. They walk down the path to another house and stand outside the door. That house is magnified, just like the other one was but this time the weather has changed (signifying a change in mood after discussing something very grim). The sun comes out, the clouds are bright blue and birds are flying around. This time, the message in the clouds reads: global evidence for what keeps children safe in their homes. The children go inside the door. Then birds flying around start dropping messages that are magnified with each of the theory of change outcomes written on them. A rainbow then appears with a message that says: What conditions need to be present for children to feel safe in their homes in this context?
- **Narrative/Voice:** The IRC theory of change for safety in the home presents outcomes based on evidence about what keeps a child safe in their home. These outcomes were developed to understand the conditions that need to be present for a child to live in their home free from harm (the narrator reads out the messages the birds are dropping down on the house).
- **Facilitator:** When the rainbow appears, the facilitator pauses the video and initiates a discussion about contextual conditions that need to be present to keep children safe in their homes (draws a house on flip chart paper and writes all responses in the house and hangs on the wall). This is the moment to facilitate a meaningful discussion about what makes households safe for children, what increases safety, and how do we know this, etc. Out of this conversation we will be able to gain an understanding about contextual conditions that make a house safe.

### **4) Scene 3: Creating an intervention (Program Design and Core Indicators)**

- **Image:** The two children open the door and come back outside the house. The house shrinks in size and becomes a part of the original scene that was shown in the opening scene. The children walk down the path and sit under a tree with other children. The tree and children are magnified, just like the house before. There is an adult there facilitating a child-friendly design session to gather the thoughts and ideas of children about what would keep them safe at home. After the session is played out and the children have expressed their ideas. The two children stand up and the tree shrinks back into the original scene. The children start walking down the path again back into the community. They pass a clinic with a red cross on the front. The children open the door and enter the clinic. The child-focused pathways of the health response ToC is introduced. The children leave the clinic and return back on the path through the

community. They stop in front of a bank or vocational training center. They enter the building and the child-focused pathways of the Economic Wellbeing response ToC is introduced.

- Narrative/Voice: (the narrative will need to be developed for this scene but it should be an example of a child friendly methodology to involve children in the design process; the idea is that this activity could be simulated by our country program staff in the communities we work, adding tremendous value to our design process; more thought needs to be given to how/where we present the accompanying 'response' ToCs)
- Facilitator: After the session concludes, the facilitator pauses the video and initiates a discussion about program design. This will include a discussion on existing community level strengths and weaknesses on keeping children safe in their homes. The facilitator speaks about the importance of children's voices in the design process and how a similar session should be conducted in the communities we work in. The facilitator draws another house on a piece of flip chart paper and asks participants to identify activities that would contribute to safe homes for children (writes responses and hangs on wall) in their context. Out of this conversation we will gain understanding of existing strengths and weaknesses, design activities for our intervention, and determine what core indicators will measure our impact.

This process will continue with the children walking along the 'path', discovering safety in the community, at school and at the workplace using the same three scene scenario. We want the animation to be simple but thought provoking.