Dear Sir/Madam:

We kindly request you to submit your quotation for Production of a Video Documentary, as detailed in Annex 1 (Terms of Reference) of this RFQ.

The application (in English) can be hand-delivered in hard copy (to Mercy Corps, Tubman Boulevard, Sophie Junction, Opposite SOS clinic, Monrovia Liberia) or by registered post or by email at lt-tenders@mercycorps.org to reach Mercy Corps on or before 04.00 PM, July 19, 2019 with the subject “Request for Quotations – Production of Video Documentary.”

It shall remain your responsibility to ensure that your quotation will reach the address above on or before the deadline. Quotations that are received by Mercy Corps after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

Please take note of the following requirements and conditions pertaining to the supply of the abovementioned service:

<table>
<thead>
<tr>
<th>Delivery Terms</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latest Expected Delivery Date</td>
<td>Latest completion date 31 August 2019</td>
</tr>
<tr>
<td>Delivery Schedule</td>
<td>See attached ToR in Annex I for details on deliverables/outputs.</td>
</tr>
<tr>
<td>Value Added Tax on Price Quotation</td>
<td>Must be exclusive of VAT and other applicable indirect taxes - VAT to be indicated separately</td>
</tr>
<tr>
<td>Deadline for the Submission of Quotation</td>
<td>16:00, GMT, Friday, July 19, 2019</td>
</tr>
<tr>
<td>All documentations, including catalogs, instructions and operating manuals, shall be in this language</td>
<td>English</td>
</tr>
<tr>
<td>Documents to be submitted</td>
<td>Following Documents Establishing Offeror’s Eligibility &amp; Qualifications must be submitted and include the following:</td>
</tr>
<tr>
<td>ELIGIBILITY Required documents:</td>
<td>• Company’s registration (original or certified copy)</td>
</tr>
<tr>
<td></td>
<td>• Up to date business accreditation issued by Ministry of Finance and Development Planning. If accreditation/re-accreditation is not completed yet, signed proof (receipts) from the Ministry of Finance and Development Planning must be provided.</td>
</tr>
</tbody>
</table>
- Attach latest tax clearance certificate

## TECHNICAL REQUIREMENTS

1. The service provider has evidence of at least 2 years track record of film and video production.
2. **At least 3 experts** – e.g. 1 (one) video producer/director with at least 2 year of relevant experience each, 1 (one) cameraman/videographer with at least 2 years of relevant experience, and 1 (one) video editor with at least 2 years of relevant experience.

### Required documents:
- Copies of at least two contracts and video documentaries.
- CVs of assigned experts with expertise and experience indicated above.

## OTHER TECHNICAL REQUIREMENTS

Excellent technical capacities for production of video materials in HD broadcasting quality (professional video camera, photo camera, camera rails, editing equipment and software, etc.) to ensure smooth and high quality production (video production staff, owner of its own video production studio or a documentary proof of an access to a rented video studio, etc.).

### Required documents:
- Specification of the equipment to be used and brief information on the studio premises.

<table>
<thead>
<tr>
<th>Payment Terms</th>
<th>Outputs</th>
<th>Percentage</th>
<th>Timing</th>
<th>Condition for Payment Release</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Detailed script/scenario and detailed production plan is developed and approved by Mercy Corps</td>
<td>30 % after completion of Task 1</td>
<td>By 9 August 2019</td>
<td>Within (10) days from the date of meeting the following conditions: a) Mercy Corp’s written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.</td>
</tr>
<tr>
<td></td>
<td>The video stories are produced, delivered and approved by Mercy Corps</td>
<td>70 % after completion of Task 2</td>
<td>By 31 August 2019</td>
<td></td>
</tr>
</tbody>
</table>

### Evaluation Criteria
Price (30%) and Technical responsiveness/Full compliance (70%) with the requirements. Full acceptance of the Contract General Terms and Conditions

### Mercy Corps will award to:
One and only one Service Provider

### Annexes to this RFQ
Terms of Reference (Annex 1)

### Contact Person for Inquiries (Written inquiries only)
mc-liberia-tender-questions@mercykorps.org

Any delay in Mercy Corp’s response shall be not used as a reason for extending the deadline for submission, unless Mercy Corps determines that such an extension is necessary and communicates a new deadline to the Proposers.
Annex 1: Terms of Reference

1. Introduction

Mercy Corps exists to alleviate suffering, poverty and oppression by building secure, productive and just communities. Mercy Corps has been operational in Liberia since 2002, implementing programme in food security, peace building, and youth empowerment, and over the last year, engaging in social mobilization and economic development in response to the impacts of the Ebola outbreak.

Mercy Corps Liberia currently received funding from the European Commission (EC) for a 36-month programme entitled Light Up Liberia in Bong, Margibi, Grand Bassa, Lofa, Gbarpolu, Nimba and rural Montserrado counties. Implementation challenges such as the Ebola crisis and changes in the private sector partner necessitated the extension of the program to 42 months.

With the EC’s support, Mercy Corps sought to improve access to affordable and sustainable energy services for rural families living in poverty and achieve the following results:

- **R1** – A replicable model for solar mini-grids and distributed generation is implemented in 3000 households in rural village energy hubs within Bong, Margibi, Grand Bassa, Lofa, Gbarpolu, Nimba and rural Montserrado Counties.
- **R2**: Availability and access to improved lighting, charging, and cooking products is increased within Bong, Margibi, Grand Bassa, Lofa, Gbarpolu, Nimba and rural Montserrado Counties due to improved market functioning and supporting services for energy market actors.
- **R3**: Financial products designed to increase access to renewable energy available to 3000 households.
- **R4**: Increased local capacity to engage the private sector in developing solutions for rural electrification.

Using Market Systems Development approaches, the Light Up Liberia Program sought to catalyze the market for renewable energy products in Liberia by tackling root causes of why private sector actors are not fully involved in the renewable energy market in Liberia despite the close to 80% of Liberians without access to electricity. This entailed tackling the challenges at the inputs/services/finance, market development and regulatory levels.

Despite the challenges of implementing this novel program in a nascent energy sector in Liberia, the program chalked several successes which significantly opened up and strengthened the off-grid solar energy market to meet the energy needs of rural households in Liberia. This include the establishment and strengthening of the capacity of the Liberian Energy Access Practitioners’ (LEAP) Network to engage in effective sector advocacy, increased community awareness of solar energy products, business development support to 20 renewable energy retailers, design and implementation of a pilot TVET course in Solar PV Design, Installation and Maintenance in four (4) TVET schools which to provide the necessary skill-sets needed by the bourgeoning sector. 192 technicians completed the TVET course. Opportunities were also explored to expand the adoption of productive use of solar energy by Small and Medium enterprises by connecting 60 SMEs with solar energy for productive activities on a lease-to-own basis.

On the households energy access front, more than 3,500 households were connected to modern and efficient energy systems. This includes over 3,000 solar home systems (of which 1,100 are through pay as you go systems) and 500 clean cooking stoves.

Mercy Corps seeks a professional videographer, with expertise to produce a documentary film to fulfil the scope given below.
2. **Purpose**
The purpose of this video is to promote/communicate the achievements of the Light Up Liberia Program and provide relevant, accurate, concise and consistent project information to the project beneficiaries, partner institutions at all levels of government, civil society and donor community.

3. **Objective**
Against the above-presented project background and scope, the primary focus of the service is to develop one short video to present the successes of Light Up Liberia activities and its overall results in the 7 counties, featuring beneficiaries and project partners and representatives of the European Union and Program team. This will aim to raise awareness and understanding of project objectives, components and achievements. By working in close interaction with the project team, the service provider will ensure quality communication guidance and services, contributing to the project’s visibility and outreach. The project team will provide contact details for the beneficiaries to be filmed/interviewed and will closely work with the service provider to enable swift and quality production of the video story.

4. **Target Groups of the Service**
The video story is meant for the broader audience in Liberia, therefore it needs to be conceptualised and produced using simple and understandable language. The video will be used as promotional material and will be distributed mainly via social media.

5. **Tasks**

**Task 1: Create script for the thematic video**
By utilizing modern, innovative and creative communication approaches, and considering the specific objectives and vision of the Light Up Liberia project, the service provider is expected to produce a video that communicates the achievements of the project. This will include the following:

- Main “theme” of the video stories (which is the priority subject/challenge tackled);
- Narrative of the idea (description of the video, including approach; format; conceptual objectives; technical parameters; other relevant specifics);
- Innovation/creative methods proposed (reflect on the innovative/creative approach/idea for the video).

The video will be at most 5 minutes long.

Upon selection of the service provider, the proposed script/scenario for the video will be discussed, tailored and agreed upon with Mercy Corps. Once the script/scenario is developed it will be submitted to Mercy Corps for approval. Based on the approved script, the service provider will develop the production plan. The production plan should include list of filming counties (Montserrado, Gbarpolu and Lofa). Dates of filming and list of interviewees, to be jointly agreed upon with Mercy Corps.

**Task 2: Produce the video stories**
Based on the agreed concept, script and production plan, the service provider will start, filming and post-production of the video.

Specific services regarding the filming process include:

- identification and preparation of localities;
- identification and engagement of participants (support and inputs from the Mercy Corps team will be offered in this regard);
- ensuring full necessary equipment for filming in HD broadcast quality format, and editing.

Filming will be done in HD broadcast quality format, with appropriate professional video and audio recording equipment, lighting equipment and editing equipment and software. Video will be filmed in
English language (with subtitles in English) and will respect the visual identity of the European Union as the project donor. Video will need to be produced in several versions:

In the editing stage, it is important to note that once a sample video is produced, it will be shared with Mercy Corps for approval before further editing and finalisation of the video. The editing will include designing appropriate graphics (opening and closing sequence, info graphic signatures, etc.), as prescribed by the concept and script. The service provider should bear in mind that any/all materials produced for Mercy Corps under this service is sole ownership of Mercy Corps and as such cannot be distributed or shared with any third party (media outlet, organization or personality) except per specific request of Mercy Corps.

6. Main deliverables
The following deliverables are expected:

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Schedule</th>
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<tbody>
<tr>
<td>Task 1: Following an initial meeting, detailed <strong>script/scenario</strong> and detailed <strong>production plan</strong> is developed and approved by Mercy Corps</td>
<td>By 9 August 2019</td>
</tr>
<tr>
<td>Task 2:</td>
<td></td>
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<tr>
<td>- <strong>FILMING and photographing</strong></td>
<td></td>
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<tr>
<td>- All the filming, photographing and interviews in the field will need to be completed.</td>
<td>By 23 August 2019</td>
</tr>
<tr>
<td>- <strong>RAW FOOTAGE</strong></td>
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<tr>
<td>- Entire unedited video footage delivered in HD format (on HDD) to Mercy Corps.</td>
<td>By 26 August 2019</td>
</tr>
<tr>
<td>- Photos of all interviewees and filming locations to be delivered to Mercy Corps.</td>
<td>By 26 August 2019</td>
</tr>
<tr>
<td>- <strong>FIRST DRAFT VERSION OF VIDEO</strong></td>
<td></td>
</tr>
<tr>
<td>- First draft version of the video shared with Mercy Corps for review and comments.</td>
<td>By 26 August 2019</td>
</tr>
<tr>
<td>- <strong>SECOND DRAFT VERSION OF VIDEO</strong></td>
<td></td>
</tr>
<tr>
<td>- Second draft version of the video shared with Mercy Corps for review and comments.</td>
<td>By 28 August 2019</td>
</tr>
<tr>
<td>- <strong>final version of VIDEO</strong></td>
<td></td>
</tr>
<tr>
<td>- One video (max 5 minutes long) (HD format) delivered on USB to Mercy Corps.</td>
<td>By 31 August 2019</td>
</tr>
</tbody>
</table>

7. Technical Specification
- Shooting format – 1080p, HDV
- Post production
  - Professional Software
  - Computer Graphics Animation / VFX
- Professional narrator should be involved
- Music - Do not allow copy right tracks
- The video documentary is required to be:
  - In High Definition (HD) quality
  - In English with English subtitles (All translations and script writing should be undertaken by company)
8. **Required Qualifications and Experience**
The Service Provider will be required to have:
- 2 and above years of experience working in the field of film and video production
- Extensive professional experience in producing development work related video stories
- Additional experience in development communication will be an added advantage.
- Excellent technical capacities for production of video materials in HD broadcasting quality (professional video camera, photo camera, camera rails, editing equipment and software, etc.) to ensure smooth and high quality production (video production staff, owner of its own video production studio or a documentary proof of an access to a rented video studio, etc.). Submit a DVD containing few video clips or list of links to their production along with the quotation
- Ability to start immediately

9. **Administrative Arrangements**
Mercy Corps will closely oversee the service provision and closely interact with the service provider. Mercy Corps will also provide any necessary substantive inputs, relevant information and facilitate identification of relevant participants. Mercy Corps will also provide ground transportation for the filming in locations. Day to day management of the service will be devolved to the service provider.

10. **Duration of the assignment**
The envisaged duration for this service is 1-31 August 2019.

11. **Evaluation and Selection Process**
The bid committee will evaluate the proposals by using a combined scoring method. Technical requirements on 70% whereas financial proposals will be evaluated on 30% subject to negotiations. The short listed bidding consultant/firm may be asked for a formal presentation prior to the final selection.

12. **Disclaimer**
MC reserves the right to accept or reject any or all proposals without any reason whatsoever.