



Overseas Strategic
Consulting, Ltd.

Contact: Aaron Redman | +1.480.268.0240 | aredman@osccltd.com

Request for Proposals (RFP): Video Production and Other Support for an Online Course

I. BACKGROUND

Overseas Strategic Consulting, Ltd. (OSC) is at the core of successful initiatives in the economic, health, governance, and environment sectors around the world. OSC delivers effective, sustainable research, evaluation and strategic/behavior change communications solutions in the world's most challenging environments. Applying the locally appropriate mix of interpersonal, mass-market, and technology-driven solutions, OSC's research and communications teams cultivate and sustain the dialogue that supports meaningful change for a diverse array of clients and beneficiaries in the public, private, and NGO spaces. OSC is a partner on the USAID funded Public Health Systems Recovery and Resilience activity in Ukraine. The primary goal of PHS R&R is to strengthen the Government of Ukraine (GoU)'s capacity to prevent, detect and respond to public health threats, sustain critical public health services during a crisis, and protect the health of all Ukrainians including vulnerable and marginalized groups.

OSC seeks a Vendor (or multiple vendors) to provide a range of necessary services including video production in support of the creation of an online course on crisis communication in public health. This course will be hosted on the online training platform of the Center for Public Health (CPH) which can be found https://portal.phc.org.ua/uk/view_all_courses/. The course is intended to primarily to give public health officials the basic tools to prepare for and respond promptly and effectively to health crises, thus improving health for all Ukrainians. The course will be asynchronous and thus will rely on high quality and impactful videos to deliver content to students.

The main tasks to be completed include:

- Course Style Guide and visualization development (illustrations, animation, etc.)
- Production of videos with experts in the frame
- Production of videos which screencast without experts in the frame
- Design and preparation of handouts and a course manual
- Creation of interactive activities using the software *Articulate*
- Assembly of video in Rise 360 for transfer to the learning management system (LMS) of CPH

II. SCOPE OF WORK

A. Place of Performance

All services required under this solicitation will be performed in Ukraine.

B. Period of Performance

All services required under this solicitation will be supplied during the performance period: July 2023 – September 2023. The cost of services for this period must be fixed.

C. Scope of Work

The Contract will entail provision of some or all of the following services:

- Style guide and standard visual elements (course covers, title pages for videos etc.)
- Production of approximately 10 hours of videos for the course including:
 - Providing of a full production team (e.g., director, producer, cameramen, makeup artist, etc.)

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- Adaption of scripts, storyboarding and other preparations for filming
 - Studio, equipment, and other necessities (rented or provided)
 - Filming of experts
 - Recording of screencasts for portions without the experts in the frame
 - Production of 2D animations
 - Post processing and editing of videos, mixing of sound, and preparation of text for subtitles in Ukrainian
 - Any other tasks necessary to produce high quality, impactful, and professional videos which support learning
 - Respond to reviews by experts provided by the customer
- Design of visualizations, processing of illustrations, photos, etc.
 - Preparation of handouts for the course based on materials provided by the customer as well as other materials such as course applications and certifications of completion
 - Layout and design of a manual based on the detailed lecture notes provided by the customer
 - Creation of interactive practical exercises using the software *Articulate*, including finalizing text, developing visual aspects in line with the style guide and creating a Scorm package.
 - Assembly of video in Rise 360 for transfer to the learning management system (LMS) of CPH
- D. Deliverables (some or all of the following):
- Approximately 10 hours of Video ready for an online learning course based on the lecture notes developed by the customer.
 - Course Style Guide
 - Visualizations, photos, and other illustrations
 - Handouts
 - Printed manual
 - Interactive exercise in Articulate
 - Rise 360 packaged course

All materials must be transferred to the customer in digital format along with the property rights which will be retained by the customer.

- E. Customer will provide:
- Detailed lecture notes for the course to support both the videos and the interactive exercises.
 - Crisis Communication experts who to be filmed
 - Experts to advise during all aspects of the course production.

F. Examples:

Video examples:

1. [EdEra](#)
2. [Projector](#)
3. [Edera](#)
4. [Prometheus](#)
5. [YIPO](#) (look at this video as a format with one person in the frame)
6. [Освіторя](#)



7. Diia. [Освіта](#)
8. <https://www.facebook.com/edX>

Examples of screencasts:

1. [Diia](#)
2. [Video instruction](#)

An example of interactives and simulators: [Rise 360](#) + [Rise 360](#) + [Rise 360](#)

III. SUBMISSION INSTRUCTIONS

A. Technical Proposal

The technical proposal in response to this solicitation must address how the offeror intends to carry out the statement of work contained in Section II. It should also contain a clear understanding of the work to be undertaken and the responsibilities of all parties involved. Please note that technical proposals will be evaluated based on the evaluation criteria set forth in Section IV. Offerors shall provide all documentation in English. To develop technical proposal please use template presented in Attachment 1. ***The offeror may choose to only carry out a portion of the scope of work as per their expertise and interest.***

1. **Proposal Cover Sheet.** The first page of the proposal must use the Proposal Cover sheet as per Attachment 1. This section does not count against the page limit above.
2. **Capability Statement:** Provide a short description of offeror's capabilities that qualify the organization to be chosen to conduct the scope of work. It should not exceed 200 words. In an annex to the technical proposal, you should provide a copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered, copy of company tax registration, or equivalent document (if available), and copy of trade license, or equivalent document (if available).
3. **Technical Approach:** The technical approach should state clearly the offeror's understanding of the requirements in Section II, as well as the proposed approach to accomplish the contract objectives and achieve results. Offerors should keep in mind the geography of the place of performance and any travel that may be required to accomplish the work. Clarity, completeness, and directness are imperative. Elaborate formats are not desirable.
4. **Management and Staffing Plan.** Please describe how proposed staff will work collaboratively to achieve the offeror's proposed technical approach to the scope of work. The offeror should include a management and staffing plan including both key and non-key personnel for activities along with details on the roles and responsibilities of the staff.
5. **Past Performance.** Describe the organization's previous experience within the technical area for projects of the same or similar scope and size. Offerors must include details demonstrating their experience and technical ability, including those of proposed consortium members, in implementing the technical approach/ methodology and the detailed work plan. This section should be up to two (2) pages.



6. **Examples of Quality of Work:** Offeror shall provide examples of relevant past projects and a portfolio of prior work and materials pertinent to providing the Services.
7. **References.** Offeror shall list at least three major contracts its company has held over the past five (5) years for the same or similar work. This section should be one (1) page. Provide the following information for each contract:
 - a. Customer's name, address, and telephone numbers of customer's lead contact and technical personnel;
 - b. Period of performance;
 - c. Contract size and dollar value;
 - d. Brief description of the work, including responsibilities;

B. Cost Proposal

Cost proposals will be evaluated separately from technical proposals. The cost proposal shall include a detailed budget that reflects clearly the costs necessary to implement the proposed contract and must include all taxes that are required to provide the services requested. Expenses must be fixed for the entire period of service provision in hryvnias or in US dollars. No profit, fees, taxes, or additional costs can be added after award. The cost proposal must be valid for at least 90 days. The cost proposal should indicate the cost of services both total, and per deliverable separately. A template for a cost proposal is provided in Attachment 2.

1. **Summary Budget.** The offeror should present a summary budget by line item. Please use the attached template in Attachment 2.
2. **Detailed Budget.** In the detailed budget, the offeror should include a breakdown of line items that they believe are realistic and reasonable for the work in accordance with the technical requirements outlined in Section II. Offerors must provide a detailed budget showing major line items, e.g. salaries, fringe benefits, travel costs, other direct costs, indirect rates, etc., as well as individual line items, e.g. salaries or rates for individuals, rent, utilities, insurance, etc. Offerors must show unit prices, quantities, and total price. The offeror should clearly identify indirect rates (including fringe rates), the base to which each indirect rate is applied, and the cost base.
3. **Budget Notes:** The Budget Notes should thoroughly explain the estimating methodology used to calculate the budget and any assumptions that may be made by the offeror over and above the ones stated in this RFP that had a material effect on the resulting proposed cost. Offerors must clearly explain the basis of costs, meaning why and how Offerors are costing out certain figures for item or service, to establish reasonableness of costs. The notes should include a clear and thorough explanation for each budgeted line item, reflecting the rationale for the quantity required. If a proposed benefit (e.g., local fringe) is an all-inclusive rate, notes must specify what benefits are included in the proposed rates.
4. **We ask you to provide certified copies of the following documents:**
 - Registration documents with identification of the classificatory of types of economic activity.
 - Proof of authority of the person(s), who will sign a proposal, as well as any Contract that may be concluded with your organization in the future.



OSC may require additional, more detailed budget information prior to issuing a contract.

****Works and/or services will be procured under this Purchase Order with funds provided by a technical assistance project and comply with the work/service category specified in the project's procurement plan. OSC will pay for Vendor's services exclusive of VAT, whereas the Vendor will provide (execute/supply) its works and/or services to OSC which is the international technical assistance project implementer and procures such works/services with international technical assistance funds exclusive of VAT.***

- C. Certifications: Offerors responding to this RFP must include the following disclosures and certifications in the appropriate block of Attachment 1:
 - 1. Disclose any close, familial, or financial relationships with OSC or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
 - 2. Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
 - 3. Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
 - 4. Certify that all information in the proposal and all supporting documentation are authentic and accurate.

- D. Submission of Proposals: The deadline for submission of proposals is **June 23, 2023**. Submissions must be forwarded in electronic format only (either PDF or Microsoft Word, Excel, Power Point) to aredman@oscltd.com. Offeror's proposals should not contain any unnecessary promotional material or elaborate presentation formats (black and white is preferred). Offerors must not submit zipped files. Those pages requiring original manual signatures should be scanned and sent in PDF format as an email attachment. The technical proposal and cost proposal must be kept separate from each other. Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Late offers may be considered at the discretion of OSC. OSC cannot guarantee that late offers will be considered.

IV. EVALUATION CRITERIA

- A. Review Process. OSC will establish a selection committee that includes representatives from various company departments and external professionals if necessary. All technical reviewers will be subjected to a screening process to eliminate any conflict of interest. Evaluation will be based on the criteria set forth in Section B. Evaluation Criteria.

- B. Evaluation Criteria. The award will be decided on Best Overall Value as determined by a Selection Committee on the basis of the criteria set forth below, as demonstrated in the Offeror's proposal. Only proposals conforming to the solicitation requirements will be considered. This RFP will use the tradeoff process to determine best value. That means that each proposal will be evaluated and scored against the evaluation criteria and expectations below, which are stated in the table below. Cost proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost, when combined, are considered more important than cost factors. If technical scores are determined to be equal or nearly equal, cost will become the determining factor.



Evaluation Criteria	Expectations	Score
Past Performance	The Vendor has experience in the implementation of similar tasks related to the Scope of Work. Experience in quantitative data analysis and visualization.	50
Technical Approach	The proposal clearly explains the objectives specified in the Scope of Work, reflects its understanding and is in line with them.	40
Management and Staffing	The proposed approach to management and staffing meets the requirements for effective and efficient implementation of the Scope of Work.	10
TOTAL AVAILABLE POINTS		100

V. TERMS AND CONDITIONS

A. Disclaimers

- OSC reserves the right to modify by written notice the terms of this solicitation at any time in its sole discretion. OSC may cancel the solicitation at any time
- OSC may reject any or all proposals received.
- Issuance of solicitation does not constitute award commitment by OSC.
- OSC reserves the right to disqualify any application based on applicant’s failure to follow solicitation instructions.
- OSC will not compensate applicants for their response to the solicitation.
- OSC reserves the right to issue an award based on initial evaluation of applications without further discussion.
- OSC may choose to award only part of the scope of work in the solicitation or to issue multiple awards the scope of work.
- OSC reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.
- OSC may contact offerors to confirm contact person, address, and that the proposal was submitted for this solicitation.
- OSC may contact listed past performance references without notice to the offeror. OSC also reserves the right to contact other past performance information sources that the offeror did not list in the proposal.
- By submitting a proposal, the offeror confirms they understand the terms and conditions.
- Information pertaining to and obtained from the Offeror as a result of participation in this solicitation is confidential. The offeror consents to the disclosure of the documents submitted by the offeror to the reviewers involved in the selection process. Please note that all reviewers are bound by non-disclosure agreements.
- **Important note:** In compliance with FAR 52.204-25 “Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment” Offerors must not provide any goods and/or services that utilize telecommunications and video surveillance products from the following companies: Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company, or any subsidiary or affiliate thereof.



B. Attachments

Attachment 1: Proposal Cover Sheet

Attachment 2: Cost Proposal



Attachment 1: Proposal Cover Sheet

Instructions: Please fill in the information requested highlighted in yellow below. This page should be the first page in your Technical Proposal Submission and in your Cost Proposal Submission.

RFP Title:		Sociological Survey in the Public Health Sector
Submission Date:		Month/Day/Year -Time AM/PM – Time Zone
Internal Proposal Number		(for vendor use if applicable)
Anticipated Performance Start Date		Month/Day/Year
Offeror Contact information	Name	Insert here
	Title	Insert here
	Email	Insert here
	Phone	Insert here
	Address	Insert here
	DUNS/UEI #	Insert here
	Type of Entity	Insert here
Persons authorized to negotiate for Offeror		Insert Name, title, and contact information
Total Pages submitted (include all annexes)		Insert total pages here
Offeror Agreement		
By signing this document, Offeror hereby certifies to the accuracy and completeness of all pricing information, technical data, delivery dates, representations and certifications included in their offer as well the acceptance of all of the terms and conditions set forth in the RFP/Solicitation. The Offeror confirms that all prices and delivery dates shall be valid for a period of ninety (90) days following the anticipated performance start date stated above, unless otherwise clearly specified by Offeror.		
Signature:		
Name and Title:		
Date:		



Capability Statement				
<i>Provide a short description of offeror's capabilities (history, official that qualify the organization to be chosen to conduct the scope of work. This should not exceed 200 words</i>				
Technical Approach				
<i>Please provide narrative of your working plan to achieve RFP goal</i>				
Management and Staffing Plan				
<i>Please provide list of staff to be involved into project implementation</i>				
Past Performance and References				
The Offeror must list at least three major contracts that his company has experience in recent years for the same or similar work. This section should be one (1) page.				
Customer's name, and contact information	Contract type	Place(s) of performance, and delivery dates	Contract size	Brief description of the work



Certificates

There are familial or financial relationships with OSC or Project staff	Yes
	No
If yes, please disclose the relationship	
There is family or financial relationship with other offerors submitting proposals	Yes
	No
If yes, please disclose the relationship	
the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor	Yes
	No
all information in the proposal and all supporting documentation are authentic and accurate	Yes
	No

Signature of offeror officials



Attachment 2: Cost Proposal

The cost proposal should be provided in UAH or in USD. If the cost proposal is provided in US dollars, in this case the cost of services will be paid in Ukrainian currency (UAH) at the NBU exchange rate at the time of signing the act of works performed.

When providing a price offer, be sure to indicate the currency of the offer.

Name of service	Unit	Price per unit, without VAT
Developed research methodology and questionnaire	Service	
Conducted polling with data quality checks; provided data set in SPSS and csv format with codebook in English and Ukrainian	Service	
Provided data analysis and visualization per each question in ppt format in English and Ukrainian and Brief analytical and technical report on the survey conducted	Service	
Total		

Proposed budget detailing the cost. All budgets and final quotations should be made in UAH.	<u>Please indicate the answer in this column, or provide a separate document, indicating in this column that the estimate was provided in a separate document.</u>
----------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------

Payment terms	OSC agrees to pay the Contractor issued invoices for the services rendered within 30 days after signing the interim or final act of services rendered and submitting an invoice stating that the Contractor has fulfilled all requirements.
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Seal	
Signature	