

**REQUEST FOR PROPOSALS**  
**Production Services for African Transformation Real Life Stories**

DEADLINE FOR APPLICATIONS: **October 27<sup>th</sup>, 2021**

**Background**

Breakthrough ACTION is the United States Agency for International Development's (USAID) flagship social and behavior change (SBC) project. Breakthrough ACTION is led by the Johns Hopkins Center for Communication Programs (CCP) in partnership with Save the Children, ThinkPlace, ideas42 and the Camber Collective. The project collaborates with governments, civil society, and communities to implement creative and sustainable SBC programming, nurture SBC champions, mainstream new techniques and technologies, and advocate for strategic and sustained investment in SBC.

Breakthrough ACTION South Sudan designs and implements SBC approaches to improve health outcomes for families and communities with an emphasis on family planning and reproductive health (FP/RH), gender-based violence (GBV), maternal, neonatal and child health (MNCH), water, sanitation, and hygiene (WASH), and resilience. Recognizing that gender and social norms play a key role in addressing all of these behaviors, Breakthrough ACTION South Sudan is adapting a proven approach called "African Transformation" to engage women and men in exploring how gender influences decisions about their health and how gender norms can be transformed to bring about better health outcomes and improve well-being for all.

**Purpose and Objective**

African Transformation (current working title) has two key components – a series of real-life video stories that are shown during interactive dialogue sessions and a Guide to facilitate those discussions. **This Request for Proposals (RFP) is to seek submissions from production companies/video producers to film, edit, and package the real-life video stories.** A team from Breakthrough ACTION South Sudan will identify the video stories (referred to as "profiles"), which will be filmed on location in Juba and a few select regions throughout the country. Each profile story will have a theme, which will align with the topics covered in the Facilitators Guide. The video profiles will highlight the challenges faced by the storytellers, how they were overcome and what they learned from the experience.

For the sake of this RFP, it is anticipated that there will be a total of 8 profile stories produced, each running between 8 and 10 minutes. These will include stories told by women, men and

couples. In addition to filming the story of the “profilee”, additional interviews will be conducted with family, friends and community members to provide further context to their experience.

### **Overview of Responsibilities**

- Participate in a one-day meeting with Breakthrough ACTION South Sudan and the Technical Advisory Group to select the final profilees from a predetermined shortlist group.
- Once the profilees are selected, develop a draft interview guide to use during the filming for all those who will be interviewed on camera; revise the guide based on feedback from Breakthrough ACTION South Sudan.
- Complete all planning and pre-production including developing production timelines, logistics, storyboards, and otherwise be responsible for all other pre-production planning including obtaining the necessary permits for filming and ensuring all registrations are in order (including for equipment) that are required.
- Travel to the location and film the appropriate interviews in the language spoken by the people being interviewed, along with B-roll footage to provide the context for the interview.
- Take up to 6 still shots per profile that can be used for presentation purposes.
- Ensure everyone interviewed signs a consent form, that will be provided by Breakthrough ACTION South Sudan.
- Draft scripts in English for review by the Breakthrough ACTION South Sudan team and revise based on feedback.
- Provide final agreed upon English versions of the scripts translated into Arabic, which will be used for dubbing.
- Produce rough cuts of the 8 profile stories, based on the approved scripts, with English subtitles, and submit for feedback and revise as necessary.
- Produce a dubbed version of any profiles in Arabic for any videos not filmed in Arabic.
- Obtain the rights for any music or graphics used in the videos as necessary.
- Finalize high resolution, high quality digital videos with appropriate music, graphics, logos (provided by Breakthrough ACTION South Sudan) and other effects.
- Submit two master digital versions of the video stories with a subtitle track that can be used as a source to make multiple copies, as well as a dubbed track in Arabic for those not recorded in Arabic, and 4 digital copies (2 with subtitles and 2 without) that can be used to show in workshops, during presentations etc.

### **Assumptions to be taken into consideration for the bid:**

- There will be one round of revisions to the interview guide; two rounds of revisions to the scripts; and, three rounds of revisions to the rough cuts.
- There will be 4 videos that will need to be dubbed into Arabic.
- Two of the videos will be filmed in Juba, 2 in Wau, 2 in Torit/Magwi and 2 in Bor.

### **Deliverables**

- Copies of all approvals/permits/registrations required for filming
- Original signed consent forms
- 8 approved scripts in English and Arabic
- 8 final video stories on two digital Master versions with a track for English subtitles and one for those videos dubbed into Arabic, that can be used to make multiple copies and 4 digital copies on a digital format that can be used to show in workshops and during presentations.

### **Ownership**

All rights, titles and interests in and to all deliverables shall belong exclusively to the Johns Hopkins Center for Communication Programs, including without limitation all copyrights and other intellectual property rights therein.

### **Timeline**

The work is expected to begin in November pending selection of the profile stories, and to end in February, 2022

### **Qualifications**

#### **Required**

- At least five years of production experience, including planning & pre-production; must have access to production (e.g. filming and editing) equipment and software
- Demonstrated ability to produce high quality films/videos of real-life stories
- Ability to conduct business (written and oral) in English

#### **Preferred**

- Experience or familiarity with public health, development and/or gender work

### **Application**

The complete application package should include the following.

- Proposal (maximum six pages)
- Capability statement (maximum two pages)
- CVs of production and editing team

- Two examples of short (less than ten minutes) produced videos, preferably of real-life stories

The **proposal** should include the following sections

1. Cover letter
2. Approach to the project and scope of services
3. Project timeline
4. Budget: please include line items for staff, consultants, travel, licenses for stock music, images, fonts, communication costs (e.g., airtime for calls), media (for hard or soft backups), obtaining permits and all other expenses for each phase of production
5. Availability and **flexibility** from December through February
6. Three client references

### **Administrative Details**

- I. Proof of legal existence to do business in SOUTH SUDAN including:
  - Evidence of the firm's physical address (copy of tenancy agreement or any other bills, site visits may be conducted)
  - Certificate of business registration/incorporation
  - Tax identification number (TIN) certificate
  - Trading License certificate of Operations
  - Statement identifying the agency or members in the agency are not affiliated with the Government of South Sudan
- II. All items in the cost proposal:
  - Be realistic and competitive cost estimates and should provide sufficient information to justify the estimates.
  - The financial quote must be comprehensive and address all technical requirements in this RFP to facilitate successful completion. The quote must reflect the Vendor's most competitive price and include all supplies, materials, labor, travel, applicable taxes, duty, and fees (e.g., bank fees, currency exchange) to accomplish the SOW. Items like unit cost, unit description, subtotals, cost categories help understand what goes into the cost of implementing the SOW.
  - The quote must include VAT as a separate line item, if applicable. If VAT is not included, add a statement confirming that "VAT will not be charged on invoice" on the financial quote.
  - Quotes must be easy to understand and free of errors

Interested candidates are to submit their complete application package with the subject line “African Transformation Videos” to [ssprocurement@breakthroughactionss.org](mailto:ssprocurement@breakthroughactionss.org)

**Submissions must be received by no later than 5:00 PM South Sudan time, on October 27<sup>th</sup>, 2021.**

Bidders can ask questions or requests for clarifications by email between the date of publication and 5:00 PM South Sudan time on **October 11<sup>th</sup>, 2021**. Breakthrough ACTION reserves the right to add or delete information, or to modify the content of this request during the period meant for the preparation of bids. Breakthrough ACTION reserves the right to revise the date specified for the submission of bids. It is understood that bidders shall bear the costs for the preparation and submission of their bids.

Breakthrough ACTION plans to award the contract based on the best value, cost, and all other factors taken into consideration. Breakthrough ACTION reserves the right to reject all bids received and not to award any contract under this request for proposals. Breakthrough ACTION will not pay or reimburse the consultant for bids submitted.