



## INTERNATIONAL CENTER FOR BIOSALINE AGRICULTURE

### **Video Production and Editing Services**

### **Request for Proposals**

Procurement Section  
009714336110  
Procurement@biosaline.org.ae

The International Center for Biosaline Agriculture (ICBA) is a unique, not-for-profit applied agricultural research center in the world with a focus on marginal areas where an estimated 1.7 billion people live. It identifies, tests and introduces resource-efficient, climate-smart crops and technologies that are best suited to different regions affected by salinity, water scarcity and drought. Through its work, ICBA helps to improve food security and livelihoods for some of the poorest rural communities around the world.

## **I. GENERAL INFORMATION**

### **1.1 Background and Purpose**

ICBA promotes its research-for-development work through a variety of communication tools, including live and animated videos. As the center celebrates its 20<sup>th</sup> anniversary in 2019, it will require professional video production and editing services until the end of the year.

### **1.2 Deadlines**

<b>Deliverable</b>	<b>Deadline</b>
Closing date for clarifications/meetings/visits	15 May 2019
Closing date for submission of proposals	<b>20 May 2019 11:59 P.M. GMT+4</b>

### **1.3 Submission of Proposals**

Submissions should be handed over in a plain sealed envelope marked "RFP" to ICBA's head office reception or shared through the ICBA Procurement Portal: <https://procurement.biosaline.org>.

### **1.4 Proposal Contents**

Proposal responses should include the following:

- a. The bidder's valid trade license
- b. Technical proposal
- c. Financial proposal
- d. Portfolio of similar jobs
- e. If additional services are proposed, they should be identified separately

### **1.5 Validity of Proposal**

Proposals must remain valid and open for the acceptance of ICBA for 90 days from the RFP closing date. Proposals specifying a shorter acceptance period will be considered as non-responsive proposals.

### **1.6 Incomplete and Late Offers**

Incomplete and late proposals will not be accepted. It is the bidder's responsibility to ensure that the proposal is submitted complete, on time and in accordance with the RFP terms and conditions.

### **1.7 Inquiries**

Bidders may submit questions in writing through e-mail to the following address and before the deadline stated above:

Contact name: Ms. Imane Boujidane  
Head of Procurement and People Resources  
Tel. no. : 009714 3361100 - Ext. 201  
Email : [Procurement@biosaline.org.ae](mailto:Procurement@biosaline.org.ae)

Any prospective bidders seeking to arrange individual meetings with ICBA or any of its employees concerning this contract during the bidding period may be excluded from the bidding process.

### **1.8 Alteration of Proposals**

Bidders may alter their proposals by written notification prior to the deadline for submission of proposals stated in this RFP. No proposals may be altered after this deadline.

### **1.9 Eligible Bidder**

Bidders considered eligible to submit proposals are defined as follows:

- An entity/organization that is legally registered to do business in the UAE or the country of its operation and can provide a valid certificate of legal registration/trade registration license.
- The bidder must have the technical and financial capacity to perform this contract successfully.
- If the bidder is a freelancer based in the UAE or another country, they need to provide the registration license.

### **1.11 Costs for preparing proposals**

Under no circumstances ICBA will be liable for any costs incurred in connection with the preparation and submission of proposals even if ICBA decides to reject all the proposals or cancel the bid.

### **1.12 Clarification**

During the evaluation process, ICBA may request additional information and samples from bidders if it is necessary for further clarifications with regard to the submitted proposal.

### **1.13 Evaluation of proposals**

The technical evaluation of bids will be based on the criteria below:

<b>Criteria</b>	<b>Weighting</b>
Proven experience of the bidder in producing live and animated videos for corporate clients, including research organizations.	40%
Value for money – this does not mean the cheapest bid. ICBA will be assessing the overall offering.	40%
Interaction during bidding and quality of proposals. Note that ICBA will not be placing a strong emphasis on how a proposal document looks, but will focus on its contents and how it meets the specified requirements, as well as the personal interaction of the bidder with the ICBA panel.	20%

### **1.14 Amendments**

During the proposal submission period, if ICBA decides to modify/change any requirement/s of the RFP, the modification/s shall be released through the issuance of an amendment to the RFP. Any amendment will be issued in writing and will be sent to all bidders.

### **1.15 Confidentiality**

The entire evaluation procedure is confidential, and all proposals are for official use only and may not be communicated either to the bidders or to any party other than ICBA.

### **1.16 Bid Cancellation**

ICBA has the right at any stage of the bidding process to cancel the whole bid without the need to give a justified reason to any of the bidders. Bidders will be notified in writing of the cancellation.

### **1.17 Discussion/Negotiation**

ICBA may initiate discussions should clarification or negotiation be necessary. Bidders should be prepared to provide qualified personnel to discuss technical and contractual aspects of the proposal.

#### **1.18 Award Letter & Contract**

ICBA reserves the option of contracting only for a portion of the specified project scope or of not awarding a contract to any bidder. Final approval to enter into a contract, the contract form and the scope of services to be provided pursuant to the contract, rests with ICBA. A contract may be awarded to more than one bidder based on the quality of the proposals and ICBA's needs. Please note that an award letter is not a contract and can be withdrawn at ICBA's sole discretion.

The bidder's failure to accept the award at the time of receiving notification will give ICBA the right to award the tender to the next bidder.

#### **1.19 Bidder Responsibility**

It is the responsibility of each bidder before submitting a proposal:

- To examine thoroughly the contract documents and other related data identified in the proposal documents.
- To consider federal and local laws and regulations that may affect costs, progress, performance or furnishing of the service.
- To promptly notify the Procurement Section of all conflicts, errors, ambiguities, or discrepancies in or between the contract documents and such other related documents.

#### **1.20 Governing Law and Language**

This tender is subject to and shall be construed according to the applicable laws and regulations of the United Arab Emirates. The bid documents and all notices pursuant to the provisions thereof shall be in English.

## **II. SCOPE OF WORK**

ICBA wishes to engage the services of a team/company for the production and editing of live and animated videos until the end of 2019 as and when needed.

#### **2.1 Scope of work for live videos**

This will include brainstorming different ideas for any live video and preparing the script, as well as identifying speakers and footage to be used. ICBA has internally produced footage that can be used for the purpose. However, the vendor may need to film on the location or procure footage from other sources. The voiceover in English and Arabic will also be included if necessary.

#### **2.2 Scope of work of animated videos**

This will include the production of different animated videos (these may include Traditional Animation (2D, Cel, Hand Drawn); 2D Animation (Vector-Based); 3D Animation (CGI, Computer Animation); Motion Graphics (Typography, Animated Logos); Stop Motion (Claymation, Cut-Outs). The vendor will also provide support for the script and voiceover production.

#### **2.3 Knowledge Transfer**

During the implementation, the vendor shall provide to ICBA all footage and any other materials produced as part of the assignment.

#### **2.4 Bidder - Minimum Requirements**

The bidder should describe their experience, including the names, addresses, contact persons, and telephone numbers of at least three clients, preferably including clients similar to ICBA. Experience should include the following categories:

- Production of corporate live and animated videos;
- Production of viral videos.

## **2.5 Contractor Performance**

The vendor must meet the highest standards prevalent in the industry of video production in the services provided to ICBA.

## **2.7 Pricing**

The financial proposal should be in the UAE currency (AED). Any "other/additional services" should be priced separately.

The proposal must include the following:

Price for 1 minute of live video editing, including voiceover and special effects	
Price for 1 hour of on-location filming	
Price for 1 minute of animated video production, including voiceover	