



## Request for Proposals

**Issue Date:** December 07, 2021

**Proposal Due Date:** December 31, 2021

**Anticipated Award Date:** January 14, 2022.

To whom it may concern:

IREX (International Research & Exchanges Board) is seeking quotes from qualified respondents to produce videos for an online course on media literacy. The videos will be produced under the Libya Very Verified Program, supported by the U.S. Department of State. The anticipated award will be a firm fixed price purchase order. IREX reserves the right to withdraw this request for proposals at any time up to award of the contract.

**Budget: please provide a cost per video, including VAT, for 3-4 minute videos. (video requirements below)**

The International Research & Exchanges Board (IREX), with support from the U.S. Embassy Libya, implements the Very Verified Libya program. The program will help Libyan youth develop the critical and analytical thinking and emotional regulation skills they need to be able to discern misinformation and manipulative content from factual reporting. Libyan youth will also develop the digital wellbeing and awareness to navigate their information space, and the digital citizenship and empathy-building skills to engage in community life as the country takes tentative steps toward reconciliation and peacebuilding.

### Proposal Requirements

Companies interested in providing this service must submit a proposal, including a breakdown of estimated costs and any additional fees, which demonstrates the company's capacity to provide:

- Production of up to 15 videos in Arabic with the possibility for English subtitles.
  - Videos may be filmed with presenters and short animation elements or be fully animated videos
- Production refers to the pre-production, filming, video/sound/animation/overall editing, and post-production of all required items. Some videos could be created by presenters, with a need for editing.

IREX will provide video scripts and identify recommended presenters and interviewees. The vendor is responsible for all logistics and management of film production and/or editing; including but not limited to: signing and paying out contracts with presenters, arranging logistics and paying for (if necessary) filming venues, all travel and accommodation costs, if applicable, to and from filming locations.

Vendor must describe COVID-19 mitigation measures they will take to protect their staff, presenters and others present during any filming.

### Requirements for videos:

- Ability to insert graphical elements, such as key words being said by



- presenters;
- Vendors should demonstrate their capacity to provide a high level of customer service.
  - A description of COVID-19 safety protocol for the above activities.

Reference videos: Very Verified - <https://verified.ed-era.com/> This course was developed by IREX as a general learning resource in Ukraine. The videos from this course may serve as examples for videos IREX is interested in. The videos could either be animated videos, or videos of people describing content/explaining the course.

Examples of types of videos:

[https://www.youtube.com/watch?v=l\\_v4pY\\_cPrc](https://www.youtube.com/watch?v=l_v4pY_cPrc),  
<https://www.youtube.com/watch?v=GuZQZDCz4hA>,  
<https://www.youtube.com/watch?v=8o96ey4jCgE>,  
<https://www.pbslearningmedia.org/resource/media-literacy-tips/srl-curriculum/>,  
<https://www.youtube.com/watch?v=JOW41LVjLAK>

### Anticipated Timeline:

January - March 2022

### The vendor will be selected based on the following criteria:

- Capacity to fully produce all videos and accompanying elements (20%)
- Quality of production and animation style (20%)
- Overall price competitiveness (20%)
- Flexibility for IREX collaboration and professionalism (20%)
- Experience in producing similar content, with experience in the Middle East and North Africa region preferred (20%)

Evaluation and ranking of proposals will be done by IREX in Amman, Jordan and Washington, DC. IREX may at its discretion ask for additional information.

Small businesses, minority-owned businesses, and women-owned businesses are encouraged to apply.

**How to apply:** Interested companies are encouraged to submit their Proposals explaining their strengths, approach, and additional value-added services (if any). Proposals must address the criteria referenced above and include:

- Description of the video production concept (up to four pages)
- Approximate, step-by-step development schedule for video production (up to two pages) including pre-production, filming, video/sound/animation/overall editing, and post-production
- Estimated budget in excel, with sufficient detail to determine price elements
- All application documents should be in English.

Proposals must be accompanied by the following additional attachments: Resumes of key staff that will be assigned the project, and samples of at least three relevant previous projects, with contact information for the clients. Submission of this application indicates approval for IREX to contact former clients.



**Proposal submissions:** If you are interested in furnishing this service, please submit the proposal and additional documents outlined above on or before December 23, 2021 via email to [mdahdal@irex.org](mailto:mdahdal@irex.org) with the subject line: Video production for IREX. Questions and requests for additional information about this RFP may also be addressed to [mdahdal@irex.org](mailto:mdahdal@irex.org). Late submissions will only be considered if in the best interests of the project, and then at IREX's sole discretion. All proposals submitted must be valid for a period of not less than sixty (60) calendar days from the closing date indicated above.

### **Contract Awarding**

After a vendor(s) has been selected, individual contracts will be signed for specific properties included in the vendor's proposal and based on the project's needs at that time. Contracts may also be awarded with or without further negotiation with the selected vendor(s). No payments under the terms of this award are guaranteed until contracts have been signed.

### **Renewal**

IREX reserves the right, based on availability of funding and vendor performance, to enter into subsequent contractual agreements with the winning vendor for a period of up to three years without issuing a new RFP.