**CONTRACT NO. : PF/3059/2018**

**Terms of Reference (ToRs)**

**Colombia Prosperity Fund Communications Video**

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## Introduction

Colombia Prosperity Fund Programme

In 2015, the UK Government announced the creation of a £1.2bn global Prosperity Fund (PF) to support selected partner countries with: i) poverty reduction and gender equity through economic development; and ii) the creation of commercial opportunities including for UK companies. The Colombia PF Programme is investing £25.5mn in post-conflict areas where inclusive economic growth is most needed (see ATT 4 – Background and Overview).

**Communications Strategy**

Effective communications is one of the key pillars to achieving desired PF Programme outcomes. The Programme needs to engage with a range of different audiences and encourage their support and participation throughout implementation over the next 5 years. This project is one element of the Colombia PF Communication Strategy.

## Objective

This project aims to create communications videos with long and short versions in Spanish with English subtitles that highlights the PF work in Colombia.

The main objectives of the videos are to briefly describe and show the following activities supported by the PF Programme:

1. Urban development projects in Santa Marta, Valledupar, Ibague and Manizales managed by Findeter;
2. The rail projects in Cundinamarca, Antioquia, Valle and the Caribbean Coast managed by Findeter;
3. Regional competitiveness projects in Antioquia, Atlántico, Caldas, Cundinamarca, Magdalena, Meta, Santander and Valle manage by CAF;
4. The 8 Agri-tech catalyst projects around Colombia in different sectors like cacao, coffee, bananas, vegetables and tilapia manage by Innovate UK and CIAT;
5. The 2 pilot open procurement projects in Valle and Caldas managed by Open Procurement Process and Findeter;
6. The agri-insurance activity maange by CAF; and
7. The corporate reform of ANI manage by CAF.

The provider of this contract is expected to capture the ideas of the Prosperity Fund and the Press and Public Affairs teams. Transferring those ideas into videos that will last from 20-30 minutes and a short version of up to 5 minutes.

## Scope and Scale

For this project, we expect the provider to:

1. Design the full long and short versions of the videos scripts including all the information requested on this Terms of References. Scripts will need to have full approval by the Prosperity Fund Team and the British Embassy before going to production.
2. Design and produce 2 Spanish videos with English subtitles
   * the first version should be between 20 to 30 minutes and
   * the second version up to 5 minutes
3. The videos should focus on actual stakeholders and beneficiaries of each of the 7 activities listed above. This includes Mayors, Governors, their officials, private sector companies (as appropriate), and most importantly, the women, girls, poor people, micro and small enterprises that the PF activities will benefit. Exactly “how” the stakeholders engage in the PF Programme activities and “how” the lives of the beneficiaries will be affected, should also be covered briefly.
4. Since the Prosperity Fund has a strong focus on improving gender equality, the video should highlight the actual planed impacts on Colombia women and girls.
5. The work delivered should include all the design and production aspects of the videos, this includes, but is not limited to, script preparation, setting up appointments with key stakeholders, translation, accommodation, transport, meals, etc.

Points to Consider:

The following points should be taken into account:

We expect the provider to:

* Work with the British Embassy in Bogota for approval of all video content;
* Lead on all logistics before and during the work; and
* Arrange all travel and accommodation to the cities and regions.

## Methodology

To successfully deliver the proposed objectives the provider must:

1. Review and understand the PF relationship between Colombia and the UK;
2. Have a clear understanding of the Colombia PF Programme,
3. Have full understating of the PF Programme goals, objectives and activities in order to deliver full scripts of the 2 versions of the video.

## Tendering process

Interested parties are asked to tender an outline methodology (see ATT 2 – Information Required From Tenderers & Evaluation Criteria) describing how they would tackle the recruitment process. This should be accompanied by a detailed budget for the costs of proposed activities (use ATT 3 Schedule of prices and rates), a plan schedule and a minimum team organisational structure with specific roles and responsibilities to demonstrate the bidder’s capability to conduct the work.

The estimated procurement timeline (subject to change) is as follows:

|  |  |
| --- | --- |
| Activity | Target Date |
| Call for proposals | 02-Nov-2018 |
| Last day to submit questions | 09-Nov-2018 |
| Responses to questions due to Bidders | 15-Nov-2018 |
| Closing Date | 23-Nov-2018 @ 11:59 PM Colombia Time |
| Evaluation Date | 27-Nov-2018 |
| Award Date | 30-Nov-2018 |
| Contract signature and start date by | 03-Dic-2018 |

## Tenders/Bids Package

Tenders should include:

1. A cover letter introducing the bidder’s organisation and full contact details. It must also state their due diligence and acceptance of these ToRs.
2. A proposed methodology to satisfy these ToRs (see ATT 2 – Information Required From Tenderers & Evaluation Criteria). Interested parties are asked to tender an outline methodology of how they would design (including organisations/logistics filming, travel for production and postproduction) and produce the work.
3. Detailed budget covering all major costs (use ATT 3 Schedule of prices and rates ).
4. CV for each member of the minimum team organisational structure (see ATT 2 – Information Required From Tenderers & Evaluation Criteria)
5. Evidence on previous similar projects managed by the supplier which could include: reports; communications materials; advertisements; invitations, etc. (see ATT 2 – Information Required From Tenderers & Evaluation Criteria).

## Process and Timeline

The contract will start as soon as possible in accordance with the procurement timeline and will end upon final submissions of the 2 videos (Spanish with English subtitles, long and short versions).

## Outputs

There are 2 outputs to this initiative:

1. Main video in Spanish with English subtitles with a length of 20 to 30 minutes; and
2. Short version of the video in Spanish with English subtitles maximum of 5 minutes long.

|  |  |
| --- | --- |
| **Week** | **Output** |
| 1 | Action Plan (maximum 2 pages) |
| 2-4 | Start designing and drafting script for the long and short version of videos |
| 5 | Report on the two versions of scripts to British Embassy (BE) and PF Team |
| 6 | BE to comment and send feedback |
| 7 | Make amendments and return for final approval |
| 8 | Report on comments and new version |
| 9 - 33 | Filming and production |
| 34-38 | Report on the short and long versions of the videos |
| 39 | BE to make comments |
| 40 | Submit final version of video approved by the Embassy |

## Skills and Competencies

The provider (company or professional individual) will have:

1. A strong track record of delivering and producing high quality video and documentary formats;
2. Experience in the production of videos and documentaries;

## Tenders/Bids Package

Interested parties are asked to tender an outline methodology (see ATT 2 – Information Required From Tenderers & Evaluation Criteria) describing how they would tackle the recruitment process. This should be accompanied by a detailed budget for the costs of proposed activities (use ATT 3 Schedule of prices and rates), a plan schedule and a minimum team organisational structure with specific roles and responsibilities to demonstrate the bidder’s capability to conduct the work.

Tenders should include:

1. A cover letter introducing the evaluators/organisation and how the skills and competencies described above are met, with concrete examples.
2. A 4 page outline of the proposed review process including:
   1. Proposed outline methodology
   2. Management arrangements
3. A one-page budget covering all major costs:
4. Staff fees.
5. Reimbursable costs envisaged
6. Any logistic involved in the process
7. A timetable indicating:
   1. How much time needed for script production
   2. Possible dates for filming and editing
   3. Time of first draft video for approval and comments
   4. Final version of videos
8. A 2-page CV for each team member
9. Evidence on previous professional videos managed by the company or professional individual

## Assessment

Evaluation criteria for selection will be based on quality, technical and commercial supports as follows:

|  |  |  |
| --- | --- | --- |
| Criterion ID | Criterion | Percentage Weightings |
| 1 | Technical | 70% |
| 2 | Price | 30% |
|  | Total evaluation | 100% |

Criteria for selection will be:

1. *Methodology*
2. Clear, credible, structured proposed methodology.
3. *Experience*
4. Demonstration of expertise, networks and resource available to deliver the activity and outputs
5. Ability to manage the totality of this ToRs and ability to ensure fiduciary standards; and environmental and social safeguards.
6. *Value for money*
7. Cost competitiveness in achieving the volume and quality of activities and outputs that will deliver the best results and outcomes anticipated, including activity costs and administrative fees. The successful bidder undertakes to make all reasonable efforts to ensure that all goods and services purchased in support of this Contract are purchased at the best possible market price, in line with the Authority’s requirements of the British Embassy in Colombia.

For detailed information in this section, see ATT 2 – Information Required From Tenderers & Evaluation Criteria.

## Management Arrangements

The Colombia PF Deputy Programme Manager will review all bids. The selected implementing agency will report to the Colombia PF Team. Also, to deliver successfully will have to report and work closely with PPA.

## Budget

The maximum budget for this service, covered under these terms of reference will be no more than £18,000. The provider will propose the overall budget for this initiative which must be inclusive of all applicable taxes, insurance, overheads and logistics costs. Bidders are expected to show Value for Money and not reach the budget ceiling if costs can be lower. The provider will be paid when all contract objectives have been completed in full.

## Duty of Care

The Supplier is responsible for the safety and well-being of their Personnel and Third Parties affected by their activities under this Contract, including appropriate security arrangements. They will also be responsible for the provision of suitable security arrangements for their domestic and business property.

Department will share available information with the Supplier on security status and developments in-country where appropriate. Department will provide the following:

All Supplier Personnel will be offered a security briefing by the British Embassy / Department on arrival and an Embassy Welcome Pack. All such Personnel must register with their respective Embassies to ensure that they are included in emergency procedures.

The Supplier is responsible for ensuring appropriate safety and security briefings for all of their Personnel and ensuring that their Personnel register and receive briefing as outlined above. Travel advice is also available on the FCO website and the Supplier must ensure they (and their Personnel) are up to date with the latest position.

The Supplier is responsible for ensuring that appropriate arrangements, processes and procedures are in place for their Personnel, taking into account the environment they will be working in and the level of risk involved in delivery of the Contract (such as working in dangerous, fragile and hostile environments etc.). While a UK government approved hostile environment training course (SAFE)[[1]](#footnote-1) training is not a requirement for this contract, the Supplier must ensure their Personnel receive an appropriate level of training prior to deployment.

Bidders must develop their Tender on the basis of being fully responsible for Duty of Care (use ATT 5 – Duty of Care Acceptance). They must confirm in their Tender that:

* They fully accept responsibility for Security and Duty of Care.
* They understand the potential risks and have the knowledge and experience to develop an effective risk plan.
* They have the capability to manage their Duty of Care responsibilities throughout the life of the contract.

1. UK Government approved hostile environment training course is known as SAFE (Security Awareness in Fragile Environments). The course should be booked through DFID-FCO and facSoRed into the commercial tender. [↑](#footnote-ref-1)