

# Call for Proposals

## Training Video for DIAL Catalog of Digital Solutions

July 28, 2021



## About DIAL

The Digital Impact Alliance (DIAL) is a “think, do, replicate” tank that investigates digital transformation best practice at the national, regional, and global level. DIAL combines practical research with evidence-based advocacy to identify which digital efforts work, package them as re-usable solutions, and encourage their use. DIAL is funded through a collaboration among the Bill & Melinda Gates Foundation, the United Kingdom’s Foreign & Commonwealth Office (FCDO) and the Swedish International Development Cooperation Agency (SIDA), and hosted within the UN Foundation in Washington, D.C.

Under its new [Strategic Plan](#) for the 2021-2025 period, DIAL is working on connecting and expanding the availability of proven solutions for faster uptake and adoption in national implementations. DIAL believes that if the supply side of the digital and data marketplace becomes more discoverable and is better supported, then more appropriate applications can be built locally to accelerate national digital transformation.

## Background

In 2019, DIAL developed the [Catalog of Digital Solutions](#), a tool designed to support governments, donors, and non-Governmental organizations (NGOs) in the discovery, selection, and evaluation of software products that have been developed to address the Sustainable Development Goals (SDGs).

In the first two quarters of 2021, with support from partners, the Catalog has undergone a process of enhancement and redesign to meet the needs of the ecosystem. A key focus for the remainder of the year is to improve the engagement and adoption of the tool by reaching out to a variety of key user groups.

## Project Description

The DIAL team requires contractor services to produce two training videos to support users in navigating features and content contained in the Catalog, including new features added this year. DIAL is looking for a firm that has a proven track record of producing high quality communications products.

## Scope of Work

### Content, purpose, and themes

- One 2–3-minute introductory video will be used as a pitch for the Catalog by:
  - Providing a brief introduction to the Catalog
  - Explaining why the Catalog exists
  - Explaining the challenge it solves
  - Describing its intended use
- Using a script developed in partnership with DIAL, one 12-15-minute training & demo screencast will be used to advance the goals of the Catalog by:
  - Displaying the content in the Catalog including information on the SDG Digital Investment Framework and data on projects, organizations, and implementations.
  - Instructing audiences in the use and application of the Product Recommendation Wizard
  - Providing coaching on how to navigate forums, documentation, and resource pages
  - Showcasing the interpretation of search results
  - Instructing users on how to become involved in the Catalog community

## Audience

The audience of the videos are Global Development Actors operating in low- and middle-income countries that are the targeted users of the Catalog, in the following categories:

- Donors
- Policy Makers
- Implementing Organizations
- Technology and ICT Ministers
- Procurers of digital technology products organizations operating in low- and middle-income countries
- Digital Product Owners

## Footage

The finished videos will contain the following:

- Video 1:
  - An introductory video that is produced and edited using professional grade applications and professional voiceover
- Video 2
  - A professionally edited screencast of the Catalog, demonstrating its functionality with professional voiceover

## Deliverables

The table below reflects the deliverables and schedule required for this project. Respondents may suggest amendments as part of their proposals, for approval prior to contracting.

#	Deliverable	Estimated Date of Completion
1	Storyboard for video 1 created in partnership with DIAL	October 18, 2021
	Storyboard for video 2 created in partnership with DIAL	
2	Rough cut of video 1	November 1, 2021
	Rough cut of video 2	
3	Fully produced, edited, and delivered video # 1 outlined in the content section above	November 15, 2021
4	Fully produced, edited, and delivered video # 2 outlined in the content section above	November 22, 2021

Production will take place during October and November 2021. The contractor will collaborate with and arrange for reviews and approvals with the DIAL team for the concept development, rough cut, and final cut of the videos.

## Period of Performance

Work will start on or around October 18<sup>th</sup> and needs to be completed by November 25<sup>th</sup>. During this time, we anticipate a close working relationship with the chosen vendor.

## Budget

The budget for this scope of work is \$30,000 to \$35,000.

## Proposal Submission Requirements

Proposal submissions must be created in Microsoft Word in 12-point font. Submissions should not exceed 12 pages with up to 20 pages for Annexes. Proposal submissions must include the following components. (Respondents may include additional elements as needed.)

### Proposed approach

- Demonstrate understanding of the project objectives and activities
- Describe approach, methodologies, and deliverable formats, as applicable, as well as how you plan to include materials DIAL has already develop (such as the script developed by DIAL for the screencast)
- Describe project management approach, including suggested timeline based on the proposal contained herein, as well as any recommended updates, including timing and level of effort on the part of the DIAL team, e.g., to participate in reviewing and validation, etc.

### Staff and team structure

- Identify the team structure including roles, responsibilities, and level of effort of staff and any sub-contracted resources.
- Provide rationale and background on any sub-contracted firms or individuals, as well as any gender considerations in the formulation of your team.
- Sub-contractors must be identified and the work they will perform must be defined. DIAL will not refuse a proposal based upon the use of subcontractors; however, we reserve the right to refuse the sub-contractors you have selected.

### Relevant experience

- Demonstrate firm and key participants' experience relative to the scope of work
- Specifically, please highlight your team's experience in similar projects by providing links to at least 3 previous projects.
- Demonstrate level of experience with professional grade equipment and applications.
- Specifically, please highlight the equipment and application that will be used for the delivery of project scope
- Demonstrate experience working with projects with audiences in the development sector.

### Budget

- Provide a detailed budget, including assumptions and costs and level of effort for staff and any sub-contractors.
- The price you quote should be inclusive. If your process excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

### References

- Provide names and email addresses of at least two prior clients willing to discuss their experiences working with you

## Submission Format

1. All submissions must be delivered electronically with the subject line “Digital Impact Alliance (DIAL) Training Video for the Catalog Submission – [Company Name].”
2. Please send submissions to [RFP@digitalimpactalliance.org](mailto:RFP@digitalimpactalliance.org)
3. In case respondents encounter a problem submitting, please contact Sarah Farooqi at [sfarooqi@digitalimpactalliance.org](mailto:sfarooqi@digitalimpactalliance.org)

## Submission Timeline

1. All submissions are due on Monday, August 16, 2021 by 5:00 PM EDT.
2. Questions and clarifications will be communicated to respondents on an ongoing basis.
3. The selected candidate will be notified on August 30<sup>th</sup>, 2021.

## Questions and Answers

Please forward any questions to [RFP@digitalimpactalliance.org](mailto:RFP@digitalimpactalliance.org) . DIAL will make every effort to respond to questions within 24 hours and may choose to share the questions and answers from these bilateral discussions with other respondents.

## Evaluation Process

DIAL will review all written proposals and may request a phone or in-person interview and/or updated submission to address questions or provide clarification. The evaluation committee will use the following criteria to evaluate candidates’ response. The selection decision will be based on the following criteria:

Criteria	Score
<b>1. Knowledge of Project Scope (20 pts)</b>	
The proposed approach shows an understanding of the project scope, the end line objectives, and a clear plan for achieving them.	
<b>2. Project Management (20 pts)</b>	
Achievable action plan that will deliver the project on time and on budget	
Clear description of team roles and interaction with DIAL	
<b>3. Capabilities &amp; Experience (30 pts)</b>	
Demonstrable experience in the field of video production with professional grade applications	
Team members with demonstrated skills and experience with similar projects	
Use of professional equipment and applications to be used	
Proven knowledge of video and audio production techniques and knowledge of equipment used for production and editing	
<b>4. Value (30 pts)</b>	
The proposed pricing is within budget	
The proposed pricing demonstrates a competitive price and good value for the money	

## Intent and Disclaimer

This RFP is made with the intent to identify a consultant to deliver results as described in this RFP. Issuance of this RFP does not obligate DIAL to award a resulting contract and any costs incurred in preparation of a proposal is the sole responsibility of the respondent.

In submitting a proposal, the respondent certifies that information contained therein is truthful and accurate to the best of the respondent's ability. Should any information later be found to not be in-line with this certification, DIAL reserves the right to terminate any resulting contract(s) and/or select an alternative contractor. DIAL assumes it can be confident in the Consultant's ability to deliver the product(s) and/or service(s) proposed in response to this RFP.

If DIAL amends the RFP, copies of any such amendments will be sent to all respondents.

DIAL is partially funded by SIDA with a commitment to women and non-US owned organizations, DIAL will consider all proposals in consideration of the selection criteria but will give preference to women and non-US owned businesses.

## Contract Terms

The UN Foundation/DIAL will negotiate contract terms upon selection. A copy of the contract terms and conditions will be provided upon pre-selection. All contracts are subject to review by UN Foundation's Business Services Budget Reporting (BSBR) team. Once a draft contract is reviewed by BSBR, DIAL's Program Manager will contact the Vendor. The project will start upon the execution of the contract. The contract will outline terms and conditions, scope, budget, and applicable flow-down terms proscribed by the funding partners and the UN Foundation.

## Release

Consultant understands that DIAL has chosen to solicit an RFP for consulting services, and that consultant's response does not guarantee that DIAL will enter into a new contract with Consultant or continue any current contract(s) with Consultant.

Consultant agrees that DIAL may, in its sole discretion:

- Amend or cancel the RFP, in whole or in part, at any time
- Extend the deadline for submitting responses
- Determine whether a response does or does not substantially comply with the requirements of the RFP
- Waive any minor irregularity, informality or nonconformance with the provisions or procedures of the RFP
- Negotiate with all consultants UNF deems acceptable
- Issue multiple awards
- Copy the responses

This RFP is not an offer to contract. DIAL assumes no responsibility for Consultant's cost to respond to this RFP. All responses become the property of DIAL.

The Consultant, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.

Consultant represents that it has responded to the RFP with complete honesty and accuracy. If facts provided in Consultant's response change, Consultant agrees to supplement its response in writing with any deletions, additions, or changes within ten (10) days of the changes. Consultant will do this, as necessary, throughout the selection process. Consultant understands that any material misrepresentation, including omissions, may disqualify it from consideration for a contract award.

Consultant understands it may receive proprietary and confidential information from DIAL during the RFP process ("Confidential Information"). Consultant agrees to not use Confidential Information for any purpose other than its participation in the RFP process and to not reveal Confidential Information directly or indirectly to any other person, entity, or organization without the prior written consent of DIAL. Consultant further agrees to exercise all reasonable precautions to maintain the proprietary and confidential nature of Confidential Information where it can best demonstrate its value and capacity to delivery ecosystem-wide, meaningful value.

### **Intellectual Property (IP) Considerations**

DIAL's mission is to create public goods that enable a more efficient digital economy for everyone's common benefit. To serve this goal in partnership with other organizations and individuals, DIAL funds the development of important hardware and software, databases, computer protocols, research and useful industry standards.

Intellectual property ("IP") is at the heart of all things creative and inventive. DIAL's IP policy is shaped by our key funders' (i.e., the Bill and Melinda Gates Foundation (BMGF), Foreign, Commonwealth and Development Office (FCDO) and the Swedish International Development Cooperation Agency (Sida) policies. DIAL's work products thus must comply with BMGF's "Open Access" policy. Further, any IP DIAL funds should be licensed for free use worldwide. This is accomplished through open source and Creative Commons licensing and by open standards, unencumbered by restrictive copyrights and patents.

The scope of work for this project and deliverables will, as such, abide by DIAL's intellectual property (IP) policy and its donor' compliance requirements. If special considerations are required, DIAL will negotiate those on a case-by-case basis with selected vendors.

As required by its donors, DIAL is committed to "Global Access". As such, DIAL will ensure that knowledge and information gained from any project and any deliverable produced will be prompt and broadly disseminated under a creative commons license, and any funded developments will be made available at an affordable price to:

- People most in need within developing countries and /or
- In support of the U.S. educational system and public libraries, as applicable

DIAL will take into consideration consultants' intellectual property issues as part of the selection process.