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Date: November 17, 2016
Ref.: RFP/17/010
Subject: **Solicitation for the Development and Production of a Video Animation Series**

The International Foundation for Electoral Systems (IFES), invites your firm to participate in this competitive solicitation for pricing, delivery, and terms of potential sale of the following services for the IFES office in Nairobi, Kenya. IFES reserves the right to reject any and all offers, to add, delete, or modify any element of the solicitation at any time without prior notification and without any liability or obligation of any kind. This RFP does not obligate IFES to enter into a contract nor does it obligate IFES to pay any costs incurred in the preparation of submission of any response.

BACKGROUND

IFES is an independent, non-governmental organization (NGO) with headquarters registered in the United States of America. IFES supports citizens' rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions. Since 1987, IFES has worked in over 145 countries – from developing democracies, to mature democracies.

DESCRIPTION OF SERVICES

Functional Requirements

Contractors must submit a timeline and cost estimate in the proposal showing the period required to develop, implement, and carry out their services.

Introduction

IFES' Kenya Electoral System Support program seeks to address the issue of low engagement by youth in the electoral process in Kenya. Kenya's youth population has low levels of confidence in the electoral process, as well as that politicians will keep their campaign promises. Kenya's youth population also expresses little confidence in the IEBC.

As a result, IFES seeks to raise awareness among Kenyan youth about the importance of their long-term engagement in the electoral process.

Scope of work

IFES seeks to engage a professional video animation production firm to develop a series that will inform Kenyan youth about how they may engage in the electoral process. The series will be targeting youth ages 18-35.

The series should be informative, and also inspiring to motivate disenfranchised youth to become more civically engaged. The series should be aimed at creating long-term behavioural change resulting in a more politically active youth population. Although not exclusively focused on the upcoming electoral cycle, the story should capture critical issues such as obtaining a National ID, voter registration, political party primaries, voting, the announcement of results, and the execution of peaceful elections.

Each animated episode should be a maximum of two minutes in length, so as to facilitate distribution through social media and other online channels.

Potential key themes for the animated video series may include:

- Historical political consequences of youth disenfranchisement
- Youth as leaders and agents of change
- Socio-economic status of the youth demographic in Kenya
- Opportunities and challenges for greater youth participation in the electoral process
- Youth and voting in elections:
 - Role of the IEBC and electoral preparations
 - How to register
 - Checking names on the voters list
 - Information about polling stations
 - When and where to vote
 - Vote tallying and the announcement of results
 - The role of elections observers
- Engaging with county governments
- The role of political parties and youth participation
- Factual information including the current election calendar and key dates

The contractor will be required to develop a trailer that will serve to introduce and promote the animated series. The contractor will also develop a promotional and dissemination strategy for the series using both new and traditional media channels.

IFES is open to proposals for both 2D and 3D video animation.

The final selected contractor will be provided with existing qualitative and quantitative public opinion research to enable the development of relevant storylines that will resonate with the target youth audience.

Prospective contractors should suggest a minimum and maximum number of episodes for adequately covering the key civic education and youth engagement themes outlined above. The contractor should

also include detailed demographic and viewership data for their suggested media distribution channels and online platforms.

Proposals must also include a corporate profile that includes details of in-house technical video animation expertise, as well as a complete timeline from the beginning of production until completion of the series. Proposals should specify the prospective contractors approach and experience with translating public opinion research into effective content. Proposals should include a detailed per-episode cost breakdown. Proposals must include samples of video animation series produced for other clients.

REQUIREMENTS

Prospective contractors must submit the following information in their response:

1. A technical proposal in English addressing all elements described in the above Description of Services.
2. A detailed timeline.
3. A budget in (local currency for vendors registered in Kenya) with all applicable taxes/charges clearly identified, provided against each of the categories of services described in this request.
4. Relevant past experience to include: (1) examples of similar projects; (2) list of clients, and; (3) Names, addresses, and telephone numbers of three business references, and approval to contact the listed references.
5. A contact name, email address, and telephone number to facilitate communication between IFES and the prospective contractor.
6. If a government, its agents, or agencies, have an ownership or managerial interest in the company, the prospective contractor must indicate this when submitting its offer. Failure to do so will result in the prospective contractor's offer being removed from consideration.
7. A brief outline of the company, including:
 - a. Full legal name and address of the company or individual;
 - b. Corporate and tax registration documents
 - c. Full name of the legal representative (president or managing director) of the company (not applicable for individuals);
 - d. Name of any individuals or entities that own 50% or more of the company;
 - e. Year business was started or established; and
8. The prospective contractor must disclose in writing with its response any subcontracting that will take place under an award. Failure to disclose subcontracting relationships will result in the prospective contractor's offer being removed from consideration.
9. Prospective contractor must be legally registered under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the work.

EVALUATION

IFES will evaluate bids based on the following criteria:

1. Demonstrated contractor's expertise and organizational experience (10% weight)

2. Demonstrated understanding of the RFP Requirements and ability to accomplish tasks referenced in Description of Services (30% weight)
3. Timeline (20% weight)
4. Reasonableness of cost proposal (30% weight)
5. Creativity of the trailer (10% weight)

Evaluation Criteria Grading for Each Criterion:

Highly Exceeds Expectations	5 Points
Slightly Exceeds Expectations	4 Points
Meets Expectations	3 Points
Meets most but not All Expectations	2 Points
Does Not Meet Expectations	1 Point

SCHEDULE OF EVENTS

Release of RFP	November 17, 2016
Questions Due	November 23, 2016 by 5:00 PM Nairobi local time
Answers from IFES	November 28, 2016
RFP Closes – All Bids Due	December 2, 2016 by 5:00 PM Nairobi local time

All offers must be submitted to Ms. Salima Wiggins at swiggins@ifes.org and Ms. Jenny Xu at jxu@ifes.org or in a hardcopy sealed bid which must be on a company’s letterhead with company’s contact name and address. Preference will be given to bids submitted via email, however, sealed bids may be delivered by hand to IFES’ office in Kenya at Roshanmaer Place, Lenana Road, Nairobi, Kenya. **Email submissions must state “RFP/17/010” and the contractor’s name in the subject line.**

GENERAL TERMS AND CONDITIONS

1. IFES will only consider responsive quotes from responsible contractors for award.
2. Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.
3. Prices quoted must be valid for entire length of contract.
4. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation.
5. All procurement will be subject to IFES contractual terms and conditions, and contingent on the availability of donor funding.
6. IFES reserves the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability.
7. IFES reserves the right to accept all or part of the quotation when awarding the contract.
8. All information provided by IFES in this RFP is subject to change at any time. IFES makes no certification as to the accuracy of any item and is not responsible or liable for any reliance on or use of the information or for any claims asserted therefrom.
9. IFES reserves the right to require any prospective contractor to enter into a non-disclosure agreement.
10. The RFP does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by the prospective contractor or any third parties, in connection with the Response. All Responses and supporting documentation shall become the property of IFES.

11. All questions and response must adhere to the schedule noted above and shall be to the attention of Ms. Salima Wiggins at swiggins@ifes.org **and** Ms. Jenny Xu at jxu@ifes.org.

All contractors must submit the documentation requested above, including details of refund and product warranty policies.

IFES has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to IFES projects, contracts or activities, please contact IFES' Compliance Hotline at compliance@ifes.org or at +1 202-350-6791.

END OF RFP