

Request for Proposal (RFP)

Video Production about TechnoServe's Transformative Cashew Work in Benin and Mozambique

June 20, 2018

With this competitive solicitation, TechnoServe invites bids from production houses to shoot and produce three videos documenting and promoting TechnoServe's work and positive impact on the cashew sectors in Benin and Mozambique.

BACKGROUND

About TechnoServe

[TechnoServe](#) works with enterprising men and women in the developing world to build competitive farms, businesses, and industries. A nonprofit organization operating in 29 countries, TechnoServe is a leader in harnessing the power of the private sector to help people lift themselves out of poverty. By linking people to information, capital, and markets, we have helped millions to create lasting prosperity for their families and communities. With 50 years of proven results, TechnoServe believes in the power of private enterprise to transform lives.

About BeninCajù

Located in West Africa, Benin is the ninth largest cashew producer in the world. The cashews from Benin are highly sought after because of their size, taste, and color. Benin's cashew industry is growing and today, after cotton, it is the second biggest agricultural export by value. Until now, the port and cotton were considered as the two main pillars of Benin economy. But many indicators are showing that cashew can be the third pillar needed by Benin to provide assurance and stability to its economy. The current government classifies cashew among the top agricultural products to develop in the coming five years.

With the financial support of the U.S Department of Agriculture (USDA), TechnoServe is leading implementation on **BeninCajù**, a five-year project that takes a value chain approach aimed at strengthening and expanding the cashew sector into a more productive, diversified, value-adding, competitive, sustainable, globally integrated, and inclusive economic growth engine for the people of Benin. Launched in 2015, BeninCajù focuses on four main areas: production, processing, access to finance, and institutional support. In early 2016, the project supported the launch of Fludor Benin, a state-of-the art factory with a processing capacity of 15,000 metric tons of cashew. By 2020, the project will have grown Benin's processing sector from 5 percent to over 30 percent of national production, creating thousands of jobs and over \$50M in additional export revenues.

Given the political will, combined with cashew's potential for growth and the support of BeninCajù, there is no doubt that the cashew industry in Benin has a bright future.

About MozaCajù

In 2013, TechnoServe Mozambique partnered with USDA to harness the growing global demand for cashew into improved livelihoods for Mozambique's farmers, entrepreneurs, and workers. Over four years, the **MozaCajù** project addressed constraints across the cashew value chain to build a more prosperous, competitive, and sustainable cashew sector.

On the farm, TechnoServe provided training in good agricultural practices to approximately 23,000 farmers. Additional training on business and marketing techniques helped farmers to increase the profitability of their improved yields. Farmers are now aggregating their crops to negotiate higher prices and leveraging a mobile network to connect directly with buyers. By combining their new agricultural and business skills, farmers have converted a 53 percent increase in yields into a 66 percent boost to their cashew-related incomes.

MozaCajù staff helped to shepherd this increased production into premium, high-value markets by supporting local processors to comply with exporters' requirements for food safety, quality, and traceability. TechnoServe facilitated market linkages between Mozambique factories and major international buyers. MozaCajù also convened public and private stakeholders to discuss how policy and industry can further the sector's growth for a more prosperous future in Mozambique, from tree to trade.

While BeninCajù is an active project that will continue to catalyze impact through 2020 and beyond, MozaCajù completed most activities in 2017 and has no active project staff, but continues to scale its impact through follow-on work.

STRATEGY

1. BeninCajù video

The BeninCajù final video will be **3-5 minutes** in length and serve two purposes: (1) to promote the work of BeninCajù globally, in order to build donor support and global cashew stakeholders' awareness about the potential and the bright future for the cashew industry in Benin; and, (2) to highlight the impact BeninCajù is having on communities and the economy by showcasing the holistic, inclusive, and innovative approach adopted by BeninCajù.

Final strategy and storyboard will be developed in consultation with the chosen firm and in alignment with the MozaCajù video. The video is likely to focus on the following, non-exhaustive elements:

- Cashew is a source of opportunity for farmers and input providers – increasing incomes
- Cashew processing contributes to local economic development – impact on workers and communities

- Innovations from the project are creating new contributions – from cashew apple juice to kernel processing

2. **MozaCajú video**

The MozaCajú video will be **3-5 minutes** in length and highlight sector-wide transformation catalyzed by TechnoServe and USDA, with an emphasis on promoting investment and improving the enabling environment. Interviews with project participants (e.g., lead farmers, processing facility managers), project staff, and project stakeholders – including those at higher levels (e.g., international buyers, government representatives) – will highlight the potential the industry holds, the progress made, and the work that’s left to be done.

The final strategy will be developed in alignment with the BeninCajú storyboard so that the two videos complement each other.

3. **Joint “cashew journey” video**

The third video product will be **30-60 seconds** in length and combine footage from both Benin and Mozambique to show viewers the entire cashew processing chain. This short, informative, and engaging video will focus on the journey from seed to shelf, revealing a little known, complex, and visually interesting process. It may feature some text on screen but will forego dialogue. Unlike the two longer videos, which will target project stakeholders and donors, this video will be geared toward general public and shared across various platforms, including social media. Final strategy and storyboard will be developed in consultation with the selected firm.

SCOPE OF WORK

Under the overall guidance and supervision of the TechnoServe HQ and BeninCajú communications teams, with support from the Mozambique associate program manager, Benin Country Director, and other staff, the selected film production house or individual will be responsible for the following:

- Ensuring timely delivery of all end products;
- Ensuring timely delivery of all footage obtained for production (TechnoServe will retain full copyright of all footage filmed);
- Ability to travel to various locations in Benin and northern Mozambique provinces
- Coordinating the filming and all relevant interviews;
- Liaising with TechnoServe teams on production schedules, filming, filming formats, and location access;
- Working with Mozambique’s consultant and Benin’s local project communications team, who will assist in pre-identifying shooting locations and subjects, and coordinating on the ground;
- Ensuring that the correct technical requirements are followed, including subtitling both of the longer videos in English and creating a French-subtitled version of BeninCaju video;
- Ensuring pre-production, filming, and post-production at the highest quality, and working with the highest professional ethical standards.

DELIVERABLES

It is expected that the selected firm will produce:

- A work plan and a storyboard for all three videos based on inputs from the BeninCajù project team, Mozambique staff, and TechnoServe's global communications team.
- At least two draft edits for input and one final version of three (2) project videos, each 3-5 minutes in length, and (1) 30-60 second 'journey' video.
- Final video files in high resolution format and optimized for web format.
- Delivery of all footage filmed for the production on hard drives (TechnoServe retains full rights of all footage filmed for the production).

TIMELINE

The period of performance of any contract resulting from this solicitation is anticipated to be: July 30, 2018 to December 21, 2018.

To take advantage of cashew harvest season in Mozambique (footage of which can be used across all three videos), filming must take place in September or early October 2018. Ideally, the two shoots in Benin and Mozambique will be scheduled back-to-back to maximize TechnoServe staff travel time, potentially starting with a Benin shoot around second week of September.

The first cuts of both BeninCajù and MozaCajù videos are expected within 30 days after filming is completed. All three videos should be finalized by end of December.

COST PROPOSAL

TechnoServe has earmarked \$57,000 in combined project funds for full production of all three videos. Approximately 70 percent of the budget will come from BeninCajù and 30 percent from MozaCajù; therefore, the Benin shoot and production will be more resource intensive.

The applicant is requested to provide a detailed proposal of the fees/cost (in USD) for services to be rendered. The cost proposal should consist of:

- Pre-production/research
- Production
- Post-production
- International and regional travel expenses
- Local transportation and lodging in Mozambique (local travel arrangements in Benin will be covered by TechnoServe)

CONTENT OF RESPONSE

Please share your firm's qualifications to deliver on the requirements contained within this RFP and a monetary bid for completing such work. To assist TechnoServe in assessing your company's fit with our needs, your proposal should provide:

- Details on how your firm would address the needs identified above
- Technical proposal that includes:
 - CVs of crew composition
 - Details of related projects in the last three years
 - Scope of work – brief description of tasks and achievements
- Detailed cost proposal with breakdown of different budget lines to produce the video
- Three references with full contact details
- Links for at least three relevant sample videos in your portfolio

CRITERIA FOR SELECTION

The evaluation of each response to this RFP will be based on the criteria set out below. At the sole discretion of TechnoServe, the top proposals may be selected for follow-up questions.

- Technical proposal: experience of firm, including experience shooting/producing films in similar contexts, French and/or Portuguese language skills (preferred), technical expertise of film crew and editors, and flexibility to accommodate the proposed timeline – 40%
- Quality of portfolio / past work – 30%
- Cost proposal – 30%

TechnoServe reserves the right to award the contract to the bidder whose proposal is deemed to be in the best interest of TechnoServe.

SCHEDULE OF EVENTS

- June 20, 2018 – RFP distributed.
- June 29, 2018 – Questions regarding this request may be sent to Natalya Podgorny at npodgorny@tns.org. Responses to questions will be distributed on July 5.
- **July 20, 2018** – Proposals responding to the RFP should be sent electronically to Natalya Podgorny, Senior Manager, Brand and Corporate Communications, at npodgorny@tns.org, with offresbenin@tns.org in cc, by 5:30pm EDT.
- July 30, 2018 – Contract awarded; the firm with the winning proposal will be notified in writing.

TERMS AND CONDITIONS

1. The Request for Proposal is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated above. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent or required by RFP.
5. All awards will be subject to TechnoServe contractual terms and conditions and contingent on the availability of donor funding.

6. TechnoServe reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TechnoServe reserves the right to accept all or part of the proposal when award is provided.
8. All information provided by TechnoServe in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TechnoServe is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TechnoServe, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.
11. Bidders are required to identify and disclose any actual or potential Conflict of Interest.