

## ***Request for Proposals (RFP)***

### ***“Producing a 24-Episode Entertainment-Education Radio Drama Series for the West Africa Biodiversity and Climate Change (WA BiCC) Program”***

<b>Issued on:</b>	July 16, 2018
<b>Due date for questions:</b>	July 22, 2018
<b>Release date for response to all questions:</b>	July 25, 2018
<b>Closing date for submission of proposals:</b>	July 30, 2018, 5:00 PM GMT
<b>Electronic submission to:</b>	<a href="mailto:wabiccrecruit@gmail.com">wabiccrecruit@gmail.com</a>
<b>Estimated award date:</b>	August 8, 2018

#### **I. Background**

West Africa Biodiversity and Climate Change (WA BiCC) is a five-year Program funded by the United States Agency for International Development (USAID) that aims to improve conservation and climate-resilient low-emissions growth across West Africa. Although regional in scope and design, WA BiCC focuses on targeted geographical areas within the region to improve governance and policy over critical natural and human systems. By working through its core regional partners, Economic Community of West African States (ECOWAS), Mano River Union (MRU), the Abidjan Convention (AbC), as well as national and sub-national institutions, WA BiCC also aims to increase the capacity of institutions at all levels to address the three core WA BiCC components. These are combatting wildlife trafficking, increasing coastal resilience to climate change, and reducing deforestation, forest degradation, and biodiversity loss. WA BiCC is implemented by Tetra Tech ARD, in association with four subcontractors, also referred to as implementing partners: Palladium, Center for International Earth Science Information Network (CIESIN), PCI Media Impact, and Pact Inc.

#### **II. Objective**

The objective of this Scope of Work (SOW) is to support WA BiCC in the production of a 24-episode radio drama series for target audiences in the Sierra Leone Coastal Landscape Complex. These radio drama episodes require high standard dramatic soap opera scripts – in English and high quality audio recordings in Krio, Mende, or Temne. The language for the drama will be determined during the Radio Drama Design Workshop. The overall goal is to increase knowledge of target audiences (local communities, traditional authorities, and national policy makers) on the impacts of climate change and human activities on the environment, as well as mangrove conservation/restoration, and disaster preparedness towards eliciting desired changes in behavior and the adoption of best practices.

#### **III. General Terms**

This Request for Proposals is subject to the following terms and conditions:

- a) Submitting a proposal is not a commitment on the part of Tetra Tech ARD to award a contract. Tetra Tech ARD may modify this Request or cancel it at its convenience. Potential bidders would be notified if this occurs.
- b) Tetra Tech ARD is not responsible nor will Tetra Tech ARD reimburse the bidder for any costs incurred in preparing or in delivering the proposal.
- c) Tetra Tech ARD will issue a Firm Fixed Price subcontract to the selected bidder, if any.

#### **IV. Tasks**

A production house with expertise in scriptwriting and radio drama production is expected to carry out the following main tasks, with a timeline included:

- 1) Participate in a radio drama design workshop to review the main threats to coastal mangroves, the main vulnerabilities of coastal communities, the Knowledge, Attitude, and Practice (KAP) document; define target audiences by threat; and identify potential key themes and messages for the drama
- 2) Develop a storyline, character profiles, episodic treatments, and scripts for a 24 episode radio drama series
- 3) Audition talented and professional actors to play the radio drama characters, cast/record, and edit high quality audio (of 13-15 minutes each) for 24 episodes of the radio drama series
- 4) These tasks will begin mid-August – December 20, 2018

#### **V. Deliverables**

1. Episodic Treatments for 24 episodes (2-5 pages each).
2. Scripts for 24 episodes (10-12 pages each). Initial drafts of each of the 24 episodes will be submitted to the Technical Advisory Committee for comments and revisions where applicable.
3. Produce a short theme song, 2-5minutes long, for the radio drama series24 recorded and edited episodes (13-15 minutes each) mixed and mastered with jingles and theme song on CD or External Hard drive to be submitted by December 19, 2018.
4. Broadcasting will start on December 20, 2018 and end on June 30, 2019.

#### **VI. III. Submission of Proposals**

The Offeror shall submit their best competitive price offer/proposal in accordance with the Scope of Work (SOW) included in this RFP and shall contain the following:

1. Proposal Cover Letter signed by a person authorized to sign on behalf of the Offeror (not to exceed one page).
2. Business registration
3. The bidder will submit a proposal with budget detailing: labor, travel & transportation, & other miscellaneous costs.
4. The bidder will submit the Résumé of the proposed experts and will explain how the experts' skills and experience fit the Scope of Work.
5. Technical Approach/Proposal. Provide detailed statement and timeline for how the Offeror plans to undertake the assignment included in the SOW. (Not exceeding 2 pages).
6. Past Performance. Describe the Firm's experience in implementing similar activities (not to exceed 1 page).
7. Description of the studio equipment the offeror will be using to record the radio dramas

## VII. Proposal Evaluation Criteria

Proposals received by the deadline will be reviewed for responsiveness and programmatic merit in accordance with the specifications outlined in the request and the proposal format. A panel will evaluate both the technical and budget proposals as measured against the evaluation factors. Tetra Tech ARD shall follow a tradeoff process in selecting the successful Offeror. For the purposes of this evaluation, the following criteria will be considered.

CATEGORY	Points
<b>Key Personnel and Management (Maximum 20 Points)</b>	
a. To what extent do the skills, experience, and qualifications of the proposed key personnel indicate that the Offeror will be able to successfully manage and implement this activity?	10
b. To what extent is the composition and structure of the proposed key personnel and project implementation team sufficient to ensure a high likelihood that the Offeror will successfully perform the objectives and requirements of the scope of work?	10
<b>Past Performance (Maximum 20 Points)</b>	
a. To what extent does the Offeror's past performance experience from similar assignments, activities, and geographic locations indicate they will be successful in performing this scope of work?	10
b. Has the organization demonstrated that it currently has the necessary capacity to perform the scope of work upon award?	10
<b>Cost (Maximum 20 Points)</b>	
a. To what extent does proposal reflect best value for money and reasonableness of costs?	20
<b>Studio Equipment (Maximum 20 Points)</b>	
a. Does the description of the offerors studio equipment reveal that it has the technical capacity to provide high quality audio products?	20
<b>Timeline (Maximum 20 Points)</b>	
a. Does the offeror's timeline fall within the schedule that WA BiCC envisions this Scope of Work to be completed?	20
<b>TOTAL</b>	<b>100</b>