



مؤسسة نهر الأردن  
Jordan River Foundation

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## REQUEST FOR PROPOSAL

### Shooting & Editing Documentary Video Under the RDPPII Project

**RFP #: JRF-P-2020-029 - Shooting & Editing Documentary Video**

**Issue Date: October 18, 2020**

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This is the official document of Jordan River Foundation providing a Request for Proposal (RFP) to procure the services of a highly qualified a documentary production firm/individual to capture the Regional Development & Protection Program's impact on local communities, human interest stories and results under the RDPPII project.

The program's overall aim is to improve access to safe and sustainable livelihood opportunities for displacement affected populations in support of durable solutions towards three main objectives:

1. Enhancing transferable employability skills of displacement affected population
2. Income generating opportunities created and sustained
3. Positively influence the creation of safe and sustainable livelihood opportunities in targeted communities

Issuance of this RFP in no way obligates Jordan River Foundation to award a contract, or commit it to pay for costs incurred in the preparation and submission of the proposal. Furthermore, Jordan River Foundation reserves the right to reject any and all offers or to cancel the solicitation or award multiple firms without prior notice, if such an action is considered to be in the best interest of the Foundation.

The timeline for the activities under this RFP is:

Description	Date
Distribute documents to offeror(s)	October 18, 2020
Deadline for questions and clarifications	October 20, 2020
Deadline for offeror(s) to submit proposals	October 25, 2020



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Anticipated Start Date: <i>(Start date is subject to change)</i>	November 2020
Deadline for completion	TBD

### **Confidentiality**

*All material and information submitted by Jordan River Foundation must be treated as confidential and not used for any other purpose than the response to this RFP. Information submitted by any service provider/consultant will be considered and treated as confidential by Jordan River Foundation and any consultants acting on behalf of Jordan River Foundation.*



## 1. INTRODUCTION

Jordan River Foundation (hereinafter referred to as “JRF”) is seeking for proposals from specialized vendors for the service of shooting and editing a documentary covering the impact of the RDPP project in different governorates in north, south, and mid Jordan.

The project’s overall aim is to improve access to safe and sustainable livelihood opportunities for displacement affected populations in support of durable solutions.

The documentary should depict beneficiaries as success stories as a result of the project implementation. The video should also reflect the economic and social impact of the program on the beneficiaries and highlight the advantages of the training and interventions done by the project.

The selection of the vendor will be based on factors such as: scripts proposed, experience, past relevant experience & comprehensiveness of the proposal and proposed fees.

The service provider must be free from actual conflicts of interest not only at the time of selection, but throughout the term of the contract as well.

Terms & Conditions:

- The export time duration of the movie is between **5 and 7 minutes** long.
- Field visits to different Governorates (Irbid, Mafraq, Amman, Karak & Aqaba)
- The aim of the movie is to highlight project success stories, in addition to presenting facts and statistics about it through the following:
  1. The video will cover four Outreach and Information Sessions at least.
  2. The video will cover different components of the training program which includes -Value Driven Training Program, Business Operations and Sub-Grant Management Training, Employability Training, Self-Employment Formalization Training, Mentorship training, Capacity building package for CBOs and Capacity development package for JRF training- at least two training session for each
  3. The video will cover three job fairs
  4. 30 mentoring visits to each component (MB, JP, TK, and phase 1).
  5. Documenting all events including the (Employer Meet & Greet and Recognition Events, Advocacy Event, Employer recognition event) as well as main activities such as, but not limited, (Mid-term and Final Evaluation activity, Market Assessment, CBOs Community Awareness Raising Sessions).
  6. Documenting project’s staff field visits (15 field visits)



7. The video will cover donor meetings and field visits
  8. Following 30 beneficiaries' to documenting their projects or/and employments, after that selection only 4 beneficiaries to complete with them as successful stories. Therefore, the stories have to show the impact of the project and how it changes their lives to the better.
- The movie should include: beneficiaries' & JRF's staff testimonials
  - The movie should include interviews with beneficiaries and JRF's management & staff
  - The interviews should reflect story telling rather than questions and answers.
  - Acknowledgment for the JRF and the donor (RDPP) by the end of the movie
  - The movie should include the logos
  - The movie should contain English Subtitles.
  - The movie should be available in web resolution format
  - Deliverables should be submitted following signing the contract within a time frame of 1 year based on a structured working plan to be organized between both parties.

## **BACKGROUND**

The Jordan River Foundation (JRF) is a Jordanian non-profit, non-governmental organization established in 1995 and Chaired by Her Majesty Queen Rania Al Abdullah. JRF works in communities adopting a multi-stakeholder approach that encourages community ownership and proactive involvement of all stakeholders; be it community members, Community Based Organizations (CBOs), local government, youth and women, striving to explore solutions to create sustainable and resilient communities.

JRF celebrates its 25th anniversary this year, marking over two decades of social, economic and cultural interventions that have enhanced the lives of hundreds of thousands throughout the Kingdom. JRF has two main programs - Community Empowerment (CEP) and Child Safety (CSP) programs; in addition to an established Training & Consultancy Division that transfers all the tested models and best practices from both programs and the Handicrafts Design Project, JRF's leading women empowerment project. JRF operates across Jordan (North, Middle, and South), through 8 JRF centres, offices, and showrooms. JRF employs 309 qualified staff with the expertise to successfully manage its operations. JRF is governed by a Board of Trustees that is chaired by Her Majesty Queen Rania Al Abdullah.



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## **Our Vision**

A Jordan where solutions are home-grown, where the opportunity to prosper is for all, and where the well-being of our children shapes our future.

## **Our Mission**

To engage Jordanians to realize their full economic potential and overcome social challenges especially child abuse.

## **Our Approach**

Since inception, the Foundation has initiated numerous socio-economic projects for women, children and people who are in need of help which aim to provide employment opportunities that in turn enhance their livelihoods. In tandem, these projects also work towards to enhancing the targeted population knowledge and skills in the production of traditional handicrafts, and in entrepreneurial skills.

By integrating and serving community development needs, the Foundation is now recognized nationally, regionally and internationally as an agent for positive change.

## **2. ELIGIBILITY**

The requested services shall be provided by a professional provider, hereinafter referred to as “offeror” or ‘service provider”. “Offer” and/or “Proposal” means the package of documents the offeror submits in response to this RFP. If the offeror is a firm, it must be a legally registered entity.

## **3. SCOPE OF WORK**

The documentary will capture the objectives of the program showcasing the rationale behind implementing such a program as well as institutional support provided by RDPP.

The selected firm will be responsible to:

- Review all documents of the program
- Develop a storyline for the documentary prior to the filming
- Travel to Irbid, Mafraq, Amman, Karak & Aqaba
- Should indicate all costs associated with the travel in the financial proposal of this document.
- Take high-resolution photos as well as film



- Prepare draft script of the documentary for comments to both JRF and the donor (RDPP)
- Produce the documentary film creatively with the use of infographics/animation
- Film, editing, music, animation & processing of data
- Develop interview guides and visual aids for capturing and documenting changes brought by the project
- Conduct interviews with selected local community members and program staff.

#### 4. METHODOLOGY

Vendor's roles & responsibilities:

- Present and refine methodology for implementing the assignment;
- Submit a realistic timeline of the assignment considering the travel time based on the knowledge of the proposed areas
- Develop a storyline for the documentaries
- Take visual footages as well as high resolution photographs of results, human interest stories, community mobilization and capacity building activities in the 5 governorates
- Creatively depict the program results using infographics and videos
- Prepare script and narration
- Handle all editing and professional narration used in the documentaries
- Make logistical arrangements including accommodation, local transport, equipment, communication services and any other needed details for the field travel
- Submit the draft videos to JRF for review and approval
- Incorporate comments and feedback on the videos and resubmit the videos for final approval.

JRF's roles & responsibilities:

- Organize initial and successive meetings between the production company and project team
- Identify selected areas, stories and results for the shooting
- Coordinate with project staff for the field visits to set appointments and identify content
- Review and approve the work plan, in coordination with our communications' department, including schedule for filming, timeframe and approach to be used
- Provide reference materials



- Provide feedback when and where necessary;
- Review and approve the draft and final production as stipulated in the deliverables section and contract

## **5. DELIVERABLES**

### 1. Pre-production

- i. Submission of detailed timeline/roadmap for the production of the documentary including all field travels for shooting
- ii. Submission of preliminary storyline for approval

### 2. Production

- i. Submit draft scripts and narrations of the videos for inputs
- ii. Submitting the final scripts and narrations for approval
- iii. Submission of interview question for inputs and approval
- iv. First rough cut of both documentaries on DVD for comments
- v. Submit high resolution engaging photographs of interventions and results highlighted from the programme in the five governorates visited as part of the documentary production.
- vi. Submit the 5-7 minutes short high quality documentary version rich in infographics and animations

### 3. Post-production

- i. Submit on DVD or external drive all raw footages captured in project areas
- ii. Provide copies of the documentary in DVD
- iii. Provide both long and short documentaries in appropriate format and size for web upload

## **6. TECHNICAL PROPOSAL**

The offeror's technical proposal must include the following:

- Proposed clear timeline and work plan considering field visits, review and approval processes
1. Complete organizational portfolio
  2. Years of experience (minimum requirement 5 years) in video productions



3. Sample videos of past similar projects, preferably of a similar size and scope
  - Detailed resume of the proposed director proposed for the video production
1. At least 5 years of experience
2. National and international Exposure
3. CV highlighting the past working experience with relevant organizations
  - CVS of the assigned professionals that will work on documentary (account executive, videographer, scriptwriter, creative team working on infographics and animations)
  - Time duration of shooting and production
  - Commitment letter to introduce any amendments based on feedback till getting the approval
  - Commitment letter to provide us with the project file data which consists of the raw material & rough cut project file
  - Commitment letter to show that all material that was captured will be copyrighted to JRF and cannot be used for any commercial or non-commercial purposes.

### **6.1 Vendor(s) Qualifications**

The proposal must describe the vendor's qualifications to conduct the RFP scope of work activities, including his/her expertise, knowledge, and experience. Experience should include examples of conducting similar or related work. The proposal should provide the name, title, address, telephone number and email address and curriculum vitae for each person engaged in the activity scope. Further, if a group or partnership of individuals is proposed to conduct the RFP scope of work, the proposal must indicate which activities each individual will conduct, as well as information about their level of expertise, knowledge and experience to conduct those specific activities. Should an organization conduct the RFP score of work, the proposal must include a background of the organization and sample of similar evaluation for individuals.

### **6.2 Scope of proposal**

- The proposal must demonstrate an understanding of the project's objectives and desired results
- The proposal must illustrate an approach to the scope of work that will likely lead to the successful development of an actionable plan
- The proposal must illustrate ability to successfully execute the proposed approach
- The proposal must include an appropriate process to interact with customers and staff – JRF will provide access for the vendor to interact with beneficiaries & staff.



### 6.3 Work Plan

The proposal must contain a detailed description of the activities to be conducted by the vendor in order to complete the requested scope of work, including:

- The specific activities to be conducted at each stage,
- A detailed timeline for the activities at each stage,
- Milestones and deliverables tied to those activities.

### 6.4 Previous Work Experience

To the maximum extent possible, the proposal shall include at least two examples of work for similar projects.

### 6.5 Timeframe

The assignment is expected to commence immediately after the signing of the contract and will have duration of one year (until November 2021) for completion from the signing date.

## 7. COST PROPOSAL **(Must be submitted separate from technical proposal).**

### 7.1 Cost Overview

7.1.1. The offeror is requested to detail how rates are applied.

7.1.2. Items not included in the budget but forming part of the service for the satisfactory completion of the project, shall be deemed to be free issue to Jordan River Foundation.

7.1.3. Offeror's proposal should be valid for a 90-day period from the response deadline date. Prices must therefore anticipate and include any price adjustments, which may be in the pipeline quoted for.

7.1.4. The offeror shall clearly state any assumptions made which have a material effect on the prices submitted.

7.1.5. A detailed budget for each stage, along with a proposed payment schedule tied to project milestones and/or deliverables.



## 8. RESPONSE PROCEDURES

### 8.1 General observations and conditions of RFP

The offeror should be aware of the following points when submitting their response to this RFP:

- 8.1.1. It is the offeror's responsibility to ensure that all the information necessary to permit the preparation of the response has been provided in sufficient detail and in sufficient time.
- 8.1.2. No claims as to lack of clarity of information concerning the services within the RFP documentation shall be accepted. It is the responsibility of the offeror to seek such clarity if it is required.
- 8.1.3. The offeror must ensure that they are fully aware of all information required in order to provide a complete response with accurate costs. It is the responsibility of the offeror to ensure that the requirements comprised within the RFP are clearly understood prior to the submission of their response.
- 8.1.4. The requirements and specification detail within are not to be altered in anyway by the offeror. If the offeror wishes to propose modifications (which the offeror may consider to provide a better way to achieve the proposal objectives) these will be considered as an alternative offer. The offeror must make alternative offers in a separate letter to accompany the response. Jordan River Foundation is under no obligation to accept alternative offers.
- 8.1.5. The offeror's response document must address in full all of the requirements for all services that will be provided during the term of the contract.
- 8.1.6. The offeror will accept full responsibility for actions arising from information misinterpreted or misunderstood by the offeror or for any errors or omissions thus caused.
- 8.1.7. A response may be rejected if the offeror does not furnish all the information required in this RFP.
- 8.1.8. The offeror is advised that nothing in this RFP or in any other communication made between Jordan River Foundation and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between Jordan River Foundation and any other party (unless a formal award of contract is made by Jordan River Foundation).
- 8.1.9. Jordan River Foundation does not accept any responsibility for any pre-contract representations made by it or on its behalf, or for any estimates by the offeror of resources to



be employed in meeting Jordan River Foundation's requirements or for any other assumption the offeror may be drawn or will draw from any pre-contract discussions.

8.1.10. Jordan River Foundation accepts no liability to pay for any proposal or other preparatory work undertaken in connection with this RFP.

8.1.11. All offerors are advised that Jordan River Foundation is not committed to any course of action as a result of issuing this RFP and/or receiving responses from the offerors in respect of the RFP. In particular, it should be noted that Jordan River Foundation may reject any response, which does not conform to any instruction or specification in this RFP. It should also be noted that Jordan River Foundation will not accept responses after the closing date without prior formal agreement or may not accept any or all proposals if Jordan River Foundation so decides. Jordan River Foundation reserves the right to discuss or clarify the offer with the offeror at a later date. Jordan River Foundation also does not commit to accepting the lowest price of any response.

8.1.12. The proposal supplied by the offeror shall include all costs involved in the provision of the service specified in this RFP and the offeror may add no other costs after the response has been submitted.

## 8.2 Evaluation criteria

Jordan River Foundation is interested in obtaining a complete service to the requirements contained in the RFP. Proposals that meet the RFP instructions and requirements will be given a thorough and objective review.

Jordan River Foundation will evaluate proposals according to the following criteria:

Evaluation Criteria	Score
Proposed Methodology, Approach and Implementation Plan	50%
Compliance to requirements of the RFP	10%
Previous Work Experience	20%
Cost Reasonableness and Competitiveness	20%
<b>Total</b>	<b>100%</b>

*Only proposals that have passed the technical evaluation with a minimum technical score of 50 out of 70 will be carried forward to the cost evaluation.*



These will be the main award criteria; however, this will not preclude the offeror from placing emphasis on other subjects that also deem to be important.

### 8.3 RFP responses

- 8.3.1. Offerors must confirm receipt of this document within 48 hours by email to [Procurement@jrf.org.jo](mailto:Procurement@jrf.org.jo).
- 8.3.2. Should the offeror wish to respond to this RFP, they are required to formally acknowledge receipt of this RFP document and also acknowledge acceptance of the conditions specified herein.
- 8.3.3. The response to this RFP must include two separate documents consisting of a Technical proposal and a Cost Proposal
- 8.3.4. Proposals, all documents and all correspondence relating to this RFP must be written in English.
- 8.3.5. Submissions should be delivered in the formats and to the address detailed below by no later than **12:00 on October 25, 2020**. Receipts will be provided on request.
- 8.3.6. The responses to the RFP document **MUST** be supplied **in paper form (BY HAND)** Delivery details can be found below.
  - Technical proposals shall be submitted in soft copy (CD or Flash Drive) and to be placed within the sealed envelope.

Paper submissions must be delivered through same form of registered service (courier is recommended) within sealed envelope(s) addressed to:

**Procurement & Logistics Manager**

**Jordan River Foundation**

**Masoud Bin Sa'ad Street**

**Al Rawnaq Area**

**Amman, Jordan**

**Tel: +962 6 593 3211**



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- 8.3.7. On the front of the envelope(s) below the address also write: “Request for Proposal, Response to RFP # JRF-P-2020-29, to be opened by addressee only”
- 8.3.8. Offeror must ensure that the courier service obtain signature for receipt of delivery.

END OF DOCUMENT