November 23, 2020

REQUEST FOR PROPOSAL
RFP No. POPC002
Title: Private Provider Voices Video Production

Dear Prospective Offerors:

Abt Associates Inc. (Abt) invites qualified organizations and consultants to submit a technical and cost proposal for the requested services that are detailed in the Statement of Work in Section 3 of the attached RFP. This RFP is issued under Cooperative Agreement No AID-OAAA-15-00067 entitled Sustaining Health Outcomes through the Private Sector Plus (SHOPS Plus). Abt anticipates awarding one or more firm fixed price contracts resulting from this RFP.

- Proposals should be directly responsive to all items, terms, conditions, specifications, and other documents referred to in this RFP.
- Questions may be submitted on a rolling basis until 4pm, November 25, 2020.
- Interested parties should submit their final proposals no later than 4pm, November 30, 2020

Responding offerors are advised that this solicitation does not in any way obligate Abt to make a contract award or compensate the responding firms for any costs associated with the preparation and submission of their proposals. Additionally, Abt may award a contract without conducting negotiations; all proposals should be submitted initially using your most favorable terms. Abt Associates reserves the right to award any resultant contract to other than the offeror submitting the lowest price proposal, based on technical excellence, schedule superiority or client request.

All communications regarding this RFP should be addressed via email to Julie_Collins@abtassoc.com with subject: SHOPS Plus Private Provider Voices Video Production RFP

Cordially,

Elizabeth Corley
Director of Communications
SHOPS Plus
# REQUEST FOR PROPOSAL (RFP)

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<td>PRIME DONOR: USAID</td>
<td>PROGRAM: Sustaining Health Outcomes through the Private Sector Plus (SHOPS Plus)</td>
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**RFP NAME:** SHOPS Plus Private Provider Voices Video Production

**ISSUED BY:**
Abt Associates Inc.
6130 Executive Boulevard
Rockville, MD 20852
Telephone: (301) 634-1842
Abt Associates Communications Director:
Elizabeth Corley

**QUESTIONS DEADLINE:**
4 pm November 25, 2020

**FINAL PROPOSAL DUE DATE:**
4 pm November 30, 2020

This Request for Proposal contains the following sections:

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Part 1: Instructions to Offerors

I. GENERAL INSTRUCTIONS TO OFFERORS

A. The offeror is requested to submit a proposal directly responsive to the terms, conditions, and clauses of this RFP. Proposals not conforming to this solicitation may be categorized as unacceptable, thereby eliminating them from further consideration.

B. Questions must be received no later than the due date listed on Page 2 of this RFP. Interested Offerors should be addressed via email to Julie_Collins@abtassoc.com with subject: SHOPS Plus Private Provider Voices Video Production RFP. The email should include the name of the Offeror’s firm/agency and explicitly state the intention to bid on this RFP.

C. Proposals must be received no later than the due date listed on Page 2 of this RFP. Proposals must be signed and remain valid for a minimum of ninety (90) days. The Offeror may submit its proposal accordingly:

1. Electronically - email document compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment via email to Julie_Collins@abtassoc.com.

2. The Technical Proposal and Cost Proposal must be kept as separate parts of the total proposal package. Accordingly, the overall proposal shall consist of two (2) separated documents, as follows: Volume I – Technical Proposal; and Volume II – Cost Proposal. Technical Proposals must not make reference to pricing. Cost proposals must be submitted in Excel.

D. Any proposal received in response to this solicitation will be reviewed as submitted and in accordance with the evaluation criteria specified in Part 2 – Evaluation Factors for Award.

E. The person signing the offeror’s proposal must have the authority to commit the offeror to all the provisions of the offeror’s proposal.

F. Abt Associates Inc. is not obligated to make an award or to pay for any costs incurred by the offeror in preparation of a proposal in response hereto.

G. The Offeror should submit its best proposal initially as Abt intends to evaluate proposals and may make an award without discussions.

H. Proposals must be clearly and concisely written and must describe and define the offeror’s understanding and compliance with the requirements contained in Statement of Work, which can be found in Part 3. The proposal should clearly address each of the evaluation factors set forth in Part 2 and respond to Part 3. All pages of each volume (cost and technical) must be sequentially numbered and identified with the name of the offeror and the RFP number.

II. SPECIAL RFP CONSIDERATIONS

A. Offerors are informed that by submitting a response to this Request for Proposal, they agree to abide by the applicable USAID Standard provisions available at: https://www.usaid.gov/sites/default/files/documents/1868/303mab.pdf

B. Offerors are informed that Abt Associates Inc. complies with U.S. Executive Order #13224 on Terrorist Financing, which effectively prohibits transactions with persons who commit, threaten to commit or support terrorism. Any person or entity that participates in this procurement process, either as a prime or sub to the prime, must certify as part of the proposal that it is not on the U.S.
III. INSTRUCTIONS FOR THE PREPARATION OF THE TECHNICAL PROPOSAL

A. The Technical Proposal should provide a straightforward, concise delineation of how the offeror intends to carry out and satisfy the requirements of the Statement of Work described in Part 3. No price information is to be included in the offeror’s technical proposal in order that it may be evaluated only on its technical merit.

B. Drawing from relevant experience, the offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the Statement of Work. Anticipated challenges and potential opportunities to enrich the program should be addressed throughout the response. The Technical Proposal typed with each page numbered consecutively should be a Microsoft Word document in the English language, typed, on white paper, single-spaced, with each page numbered consecutively. A maximum number of pages for each component of the technical application is given below. The Technical Proposal shall include:

1. **Cover Page (not to exceed 1 page)**
   a. State that the proposal is made to Abt Associates Inc.
   b. Full legal name, address, telephone number, fax number, website and email of contact person of the organization submitting the proposal
   c. Date of submission
   d. RFP Number Reference

2. **Technical Approach (not to exceed 5 pages)**
   a. A narrative must be included in the technical approach, describing how the Scope of Work (Part 3) will be implemented and desired outcomes accomplished. The contents of the technical approach should adhere to all instruction and address the requirements and assumptions provided in Part 2 and Part 3. The technical approach should be organized along the technical selection criteria listed in the Statement of Work, and should include workplan timeline showing the approximate dates when activity milestones will be met and deliverables will be submitted for approval.

3. **Personnel (not to exceed 2 pages)**
   a. The Offeror will propose personnel who will be responsible for carrying out the various aspects of this contract. A team leader will oversee the technical aspects of the work, supervise all staff, participate directly in the implementation, review progress, manage budgets and expenses, prepare and submit reports according to agreed-upon timelines, and be the main contact person with the SHOPS Plus team. The team leader must have ample time to interface on a regular basis with the SHOPS Plus team throughout the duration of the activity.
   b. All personnel must be highly proficient in English. The application should briefly describe each individual’s qualifications and experience doing similar work and CVs or resumes shall also be provided for individuals proposed to perform work as personnel. The Offeror will also discuss the proposed number and roles of other personnel.
4. **Capability Statement** (not to exceed 2 pages)
   a. **Firm Experience and Past Performance (1 page max):** The Offeror should provide corporate capabilities and past performance experience describing how your firm’s past experience makes you uniquely qualified to execute the work outlined in Part 3.
   b. **References (1 page max):** The offeror shall provide a current list projects of similar or relevant type including project name, client, and value. In addition, the bidder shall provide at least two references points of contact, including name email and/or phone number that are able to comment on the offerors competency in conducting similar project.

IV. **INSTRUCTIONS FOR THE PREPARATION OF THE COST PROPOSAL**
   A. The Offeror must propose costs that it believes are realistic and reasonable for the work in accordance with the Offeror’s technical approach.
   B. The Offeror shall provide a complete budget by the cost elements described below using the budget proposal template provided in Annex 3. Cost proposals MUST be submitted as an Excel file with clear formulas and no hidden or protected cells. The Offeror shall also provide a Cost Narrative or Budget Notes further explaining the method of calculating costs listed in the budget. The Cost Narrative should include any methodology or algorithm used for calculating a proposed cost.
   C. Costs shall be presented in **US Dollar (USD)** currency.
   D. All cost and financial data should be supported and organized in a manner that facilitates review and permits cost analysis, if necessary. Please note that the offeror may be asked to verify/substantiate the proposed costs.
   E. The Cost Proposal shall be typed with each page numbered consecutively. The Cost Proposal shall include:
      1. **Transmittal Letter:** A statement indicating that the proposal remains available for acceptance by Abt Associates for a minimum of ninety (90) calendar days after the closing date of this RFP. The transmittal letter must include a summary of the offer and its price and be signed by an individual authorized to commit the Offeror
      2. **Detailed Budget Breakdown:** Offeror shall, as part of the Proposal, provide budget breakdown denominated in NGN in the format shown in Annex 3, Proposal Budget Template. A clear explanation for the amendments to the budget template is required -any budget submitted without explanatory notes or in a different template will not be accepted and the application will not be considered. The following detail must be included
         a. **Employee Salaries or Consultant fees:** The Offeror shall provide the individual’s name, position title, the unit (days), the number of units (i.e. the level of effort), the unit salary or consultant fee and the total salary or consultant fee. Unit salaries shall be stated in days. Profit/fee, benefits, and indirect costs should not be included in the unit salary unless bidding commercial rates (loaded or burdened rates). To bid commercial rates, the bidder must explain what costs are included in the rates and confirm that the rates being bid are the lowest commercial rates charged for these services.
         b. **Travel and Transportation:** Travel and Transportation including per diem and shall be broken down by traveler, transportation vehicle, number of trips and the
corresponding number of days of per diem. Include a basis of estimate for each trip.
c. Other Direct Costs: As part of the detailed budget breakdown, the Offeror shall submit details of all other direct costs (ODCs) required to undertake the subaward. ODCs include costs such as communication, administration of pre-testing meetings, expendable supplies and materials, report preparation/reproduction and publications, software and hardware costs, and placement costs associated with radio and any other media proposed by the Bidder. Include a basis of estimate for each item
d. Indirect Costs: if applicable, indicate any type of indirect costs your organization and provide supporting documentation
e. Fee: if applicable, provide justification for proposed fee or profit

3. Deliverable Pricing
   a. The Offeror should propose a price for each of the deliverables listed in the deliverable schedule and a total firm fixed price for completion of the Statement of Work.

Part 2: Evaluation Factors for Award

I. GENERAL – PROPOSAL EVALUATION

A. Proposals received in response to this RFP will be evaluated using the evaluation factors set forth in this part, Part 2, of this RFP and their responsiveness to Part 3 of this RFP.

B. Part 1 provides guidance to offerors concerning the documentation necessary to conduct an informed evaluation of each proposal. The Offeror must furnish adequate and specific information in its proposal. A proposal may be eliminated from further consideration before a detailed evaluation is performed if the proposal is considered deficient, unacceptable, incomplete or unreasonable in which prices are inordinately high or unrealistically low.

C. In conducting its evaluation of proposals, Abt may seek information from any source it deems appropriate to obtain or validate information regarding an Offeror’s past performance.

D. Abt reserves the right to award one or more contracts under this RFP based on initial offers without discussions or without establishing a competitive range.

II. BASIS FOR CONTRACT AWARD

A. The criteria/factors presented in III below will serve as the basis upon which proposals will be evaluated. The cost proposal will be evaluated separately. All factors other than cost or price, when taken together, are of more importance than cost or price.

B. Offerors are reminded that Abt is not obliged to award a contract on the basis of lowest proposed cost or highest technical evaluation score. Abt will make the award to the Offeror, whose proposal offers the best value, considering both technical and cost factors. For this procurement technical proposal criteria are considered more important than cost.

III. EVALUATION FACTORS

A. Technical Approach (10 points) – Detailed understanding and clear approach to delivering the services described in the Statement of Work.

B. Capabilities and Experience of the company (30 points) – Demonstrated capabilities and experience including:

- Technical approach relative to the Scope of Work.
- Quality of portfolio.
- Past performance references.

C. Cost (20 points) – Cost Proposals will be evaluated for realism, reasonableness, and efficiency for responsiveness to the solicitation requirements.
Part 3: STATEMENT OF WORK

INTRODUCTION
Abt Associates Inc.’s Sustaining Health Outcomes through the Private Sector Plus (SHOPS Plus) project, under its Cooperative Agreement with the U.S. Agency for International Development (USAID), is soliciting proposals from firms capable of undertaking the tasks and producing the deliverables outlined below.

BACKGROUND
Sustaining Health Outcomes through the Private Sector (SHOPS) Plus is USAID’s flagship initiative in private sector health. The project seeks to harness the full potential of the private sector and catalyze public-private engagement to improve health outcomes in family planning, HIV/AIDS, maternal and child health, and other health areas. SHOPS Plus supports the achievement of US government health priorities and improves the equity and quality of the total health system.

The project works with private providers in a range of approaches to increase access to and use of priority health services. It also works on a global level to advance knowledge of the private health sector, strengthen its voices, and highlight its contribution to meeting health goals.

TERMS OF REFERENCE
The responsibilities of the Offeror are highlighted below. The responsibilities are not exhaustive of the requirements of the Offeror. The sections are intended to be descriptive, not necessarily prescriptive.

SCOPE OF WORK
SHOPS Plus seeks an organization to create two videos using clips from interviews with people in various locations around the world. The objective of one video is to expand people’s view of who private providers are. The second interview will focus on private providers serving youth.

The video will comprise interview clips of a range of types (drug shop owner, pharmacist, midwife, OBGYN, manufacturer) who are delivering family planning products or services, representing different geographies (West Africa, East Africa, Asia). The interviewees will speak in English or French with subtitles for both languages. Each provider will respond to 1 or 2 thematic questions about their practices and why the private sector important.

The videos will be branded SHOPS Plus. Each will be 3-5 minutes long.

To support this endeavor, the Offeror will shoot, edit, and complete two 3-5 minute videos of about 15 private providers in West Africa, East Africa, and Asia.

Roles and Responsibilities:

Video Production
The Offeror will provide a video production team with a camera operator to shoot the footage and a producer to manage interviews and ask questions based on an agreed-upon outline.

Pre-Production
The Offeror will work closely with the SHOPS Plus team to identify content and plan the design of finished videos. This will include:
• Holding a kick-off meeting between SHOPS Plus team and videographer and producer to agree on concept and logistics
• Creating a production schedule
• Reviewing interview questions for narration in English to plan video production needs
• Determining the format and file requirements of remote filming with participant

Production
The Offeror will plan and manage in-person and remote recording of relevant content with identified participants. This will include:
• Planning and managing in-person and remote recording of video and audio content
• Conducting and filming interviews
• Filming B roll
• Designing text and motion graphics, as needed

Post-Production
The Offeror will manage post-production and video editing to ensure that the finished products meet identified needs. This will include:
• Rough cut using video review and collaboration software such as Frame.io (preferred) or timestamped transcription of all interview content if similar options are not available
• Assembled footage of recorded content
• Management of the review and feedback process for all rough cuts (2-3 versions)
• Development and verification of sub-titles in French and other infographics as needed
• Delivery of final videos, in format specified by SHOPS Plus platform requirements with approved branding

DELEIVERABLES
• Video production schedule
• Video footage with Frame.io software or timestamped transcripts
• Rough cut of video
• Final video with sub-titles
• Signed consent forms

TIMEFRAME
The expected period of performance is 8 weeks from December 4, 2020 to January 28, 2021.

RIGHTS AND PERMISSIONS
The Offeror grants Abt Associates the exclusive and unconditional right to reproduce, display, share, and disseminate worldwide and in perpetuity, in whole or in part, in any traditional or electronic media format, without requiring Abt Associates to notify the Offeror, seek permission, or additional fees beyond the agreed upon payment for services. Abt Associates reserves the right to edit captions in accordance with its protocols and style guide. This agreement will apply to all photographs, videos, and other submissions supplied by the Offeror and shall remain in full force and effect until cancelled in writing by either party or superseded by a subsequent agreement. The Offeror assumes all responsibility for claims that result from false information knowingly provided by the Offeror (copyright, captions model releases).
**PREFERRED SKILLS/PREREQUISITES**
The assignment will require an Offeror with demonstrable competencies:

- Ability to manage video production and conduct interviews in English
- Videography (in-person and remote)
- Video editing
- Knowing, having, and using the right equipment for different lighting/settings
- Saving, sending, storing video files
- Knowledge of cultures and customs in the areas where shooting will take place

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**Part 4: Annexes**

**ANNEX 1 – REPRESENTATIONS AND CERTIFICATIONS**

**ANNEX 2 – BUDGET PROPOSAL TEMPLATE**
ANNEX 1

REPRESENTATIONS AND CERTIFICATIONS

INTERNATIONAL REPRESENTATIONS AND CERTIFICATIONS

This document is to be used if Offeror’s performance is outside the United States, all deliverables are to be received outside the United States, and Offeror is not recruiting employees in the United States to work on this Subcontract.

The Offeror represents and certifies as part of its offer that: (Check or complete all applicable boxes or blocks.)

1. TYPE OF ORGANIZATION.
   It operates as □ an individual, □ a partnership, □ a nonprofit organization, □ a Corporation, □ a Parastatal Organization*, □ other business entity with home offices in the country of ________________.

   *A Parastatal Organization is one that meets one of the following criteria:
       (1) A majority of the members of the governing body is comprised of government officials
       (2) The entity delivers public goods or services
       (3) The entity is subject to audit by the partner government’s Audit Institution
       (4) The entity uses the partner government’s Public Financial Management and/or procurement systems
       (5) Implementation will involve the use of the partner government’s Public Financial Management and/or procurement systems

2. ANTI-KICKBACK.
   By submission of this offer, the Offeror certifies that it has not provided, attempted to provide, offered to provide, solicited, accepted, or attempted to accept any kickback; and has not included, directly or indirectly, the amount of any kickback in the offer. "Kickback" means any money, fee, commission, credit, gift, gratuity, thing of value, or compensation of any kind that is provided, directly or indirectly, to any Government prime contractor (e.g., the Company), prime contractor employee, subcontractor at any tier, or employee of a subcontractor at any tier, for the purpose of improperly obtaining or rewarding favorable treatment in connection with a Government prime contract or in connection with a subcontract at any tier relating to a Government prime contract.

3. CERTIFICATION REGARDING DEBARMENT, SUSPENSION, PROPOSED DEBARMENT, AND OTHER RESPONSIBILITY MATTERS.
   A. The Offeror certifies, to the best of its knowledge and belief, that:
      i. The Offeror and/or any of its Principals:
a) Are □ are not □ at present debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any Federal agency;

b) Have □ have not □, within a three-year period preceding this offer, been convicted of or had a civil judgment rendered against them for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, state, or local) contract or subcontract; violation of Federal or state antitrust statutes relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property; and

c) Are □ are not □ presently indicted for, or otherwise criminally or civilly charged by a governmental entity with, commission of any of the offenses enumerated in subdivision A.(i.)(b) of this provision.

ii. The Offeror has □ has not □, within a three-year period preceding this offer, had one or more contracts terminated for default by any Federal agency.

B. "Principals," for the purposes of this certification, means officers; directors; owners; partners; and persons having primary management or supervisory responsibilities within a business entity (e.g., general manager; plant manager; head of a subsidiary, division, or business segment, and similar positions). THIS CERTIFICATION CONCERNS A MATTER WITHIN THE JURISDICTION OF AN AGENCY OF THE UNITED STATES AND THE MAKING OF A FALSE, FICTITIOUS, OR FRAUDULENT CERTIFICATION MAY RENDER THE MAKER SUBJECT TO PROSECUTION UNDER SECTION 1001, TITLE 18, UNITED STATES CODE.

C. The Offeror shall provide immediate written notice to the Company if, at any time prior to subcontract award, the Offeror learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. PAYMENTS TO INFLUENCE CERTAIN FEDERAL TRANSACTIONS. (Applicable if offer exceeds $100,000.) (a) The definitions and prohibitions contained in the Limitation on Payments to Influence Certain Federal Transactions clause, included in this solicitation, are hereby incorporated by reference in paragraph (b) of this certification. (b) The offeror, by signing its offer, hereby certifies to the best of his or her knowledge and belief as of as of ______________ (date), that (1) no Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress on his or her behalf in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment or modification of any Federal contract, grant, loan, or cooperative agreement; (2) if any funds other than Federal appropriated funds (including profit or fee received under a covered Federal transaction) have been paid, or will be paid, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress on his or her behalf in connection with this solicitation, the offeror shall
complete and submit, with its offer, OMB standard form LLL, Disclosure of Lobbying Activities, to the Company; and (3) he or she will include the language of this certification in all subcontract awards at any tier and require that all recipients of subcontract awards in excess of $100,000 shall certify and disclose accordingly. (c) Submission of this certification and disclosure is a prerequisite for making or entering into this subcontract imposed by Section 1352, Title 31, United States Code. Any person who makes an expenditure prohibited under this provision or who fails to file or amend the disclosure form to be filed or amended by this provision, shall be subject to a civil penalty of not less than $10,000, and not more than $100,000, for each such failure.

5. TRAFFICKING IN PERSONS

The U.S. Government and Abt Associates have a zero tolerance policy regarding trafficking in persons. To that end, FAR 52.222-50, Combating Trafficking in Persons (March 2015) is incorporated herein as a mandatory reference. By signature on this form, Subcontractor acknowledges that they are responsible for reading, understanding and complying with this Clause, including the creation and submission of any reporting required under this or any other US Government award.

SIGNED:

ORGANIZATION NAME: ___________________________

SIGNATURE: ________________________________

PRINTED NAME: _______________________________

TITLE: ________________________________

DATE: ________________________________
ANNEX 2

BUDGET PROPOSAL TEMPLATE

The Excel workbook template that the Offeror should use to assemble their Cost Proposal has been sent as a separate file.