



**seed foundation**  
Social Educational Economic Development

# TENDER

**Reference:** ITB-ERB-22-006

**Date:** June 20, 2022

**Type of Tender:** RFQ,

**Type of the contract:** Framework agreement

**To:** All Prospective Bidders

**ITT Name:** Animated Video Production Services

## 1- Assignment Overview

SEED foundation receives grants from various donors for the implementation of the humanitarian work in KRG. Part of this operation requires **creating and filming animated, informational, and dramatized videos.**

In order to increase awareness of the SEED Foundation's [SEED Girls program](#) amongst key stakeholders including local communities, schools and youth groups, government, and other NGOs operating in the KRI, SEED will develop an online awareness campaign.

This will include developing a catalog of resources that SEED Girls graduates can revisit and share with their friends and family, and that can be shared with young girls from across the KRI who cannot access the program (due to limited numbers, distance etc.).

The videos would be housed on a central online hub and be disseminated via social media for public audiences. Additionally, the videos will be made available to graduates to share amongst their cohort chats/groups.

Some examples of topics to be covered include: healthy & unhealthy relationships, what can girls do if they experience violence? girls' rights in Iraq, decision making, communicating in difficult environments, effective communication, and managing emotions. More information on the program can be found on SEED's website.



Assets will include a series of animated videos (in Kurdish Sorani with English, Badini or Arabic subtitles) that present the key topics from each module of the training package in an engaging and easily digestible way, through scenario based narrative short films. i.e., Communication Skills.

Each video will depict typical scenarios affecting young women and girls in Kurdistan. The protagonist will demonstrate both the potential problematic outcome, as well as the solutions that she has learned via SEED Girls.

## 2- Deliverables

<b>Deliverable</b>	<b>Notes</b>
<b>Consultation &amp; Ideation Meeting</b>	SEED will brief the selected bidder on the program and the key topics to be covered by three films.
<b>Storyboards films</b>	The selected bidder will be required to storyboard the films, delivering a draft, followed by one round of feedback and a revised and final version.  <i>Please Note: The storyboard should be prepared in English and once finalized, translated to Kurdish Sorani - this can be done in-house by SEED's translation unit.</i>
<b>Animation Videos</b>	The selected bidder will be required to deliver animated films (3 mins max.) in Kurdish Sorani with English, Badini or Arabic subtitles, delivering a draft followed by one round of feedback and a revised and final version.  All files will be submitted both as final and editable i.e. including the design files.

## 3- Timeframe/ Schedule



<b>Deliverables</b>	<b>Duration</b>	<b>Deadline</b>	<b>Notes</b>
Initial consultation and Ideation	1–2-hour meeting	Within first week after contract awarded	To be taken online or at SEED HQ in Erbil
Draft Storyboards	1 week	Delivered one week after consultation	Delivered in English via email with possible follow-up meeting for clarifications
Final Storyboards	1 week	Delivered one week after revisions shared by SEED	Delivered in English via email with possible follow-up meeting for clarifications
Draft Videos	2 weeks	Delivered two weeks after final storyboard	Delivered in Kurdish Sorani with English, Badini or Arabic subtitles via email with possible follow-up meeting for clarifications
Final Videos	1 week	Delivered one week after revisions shared by SEED	Delivered in Kurdish Sorani with English, Badini or Arabic subtitles via email

**4- The selected bidder will work closely with**



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Communications Manager; guidance on other reporting lines during the assignment shall be communicated, and for own security and safety, the selected bidder will be required at all times to abide by the SEED's applicable rules and regulations, Code of Conduct, PSEA and CSG policy, and other policies as applicable.

#### 5- **Submission of offer**

Bids **must** be submitted through email to [procurement@seedkurdistan.org](mailto:procurement@seedkurdistan.org). The subject of the email should be ([ITB-ERB-22-006- animated video production services](#)).

**All bidders must submit all documents listed in Annex A: Table (1). In addition, all bidders must fill out Annex A: Table (2) and (3). All video samples should be submitted in a Zip format or shared through a link in the same email along with the documents.**

#### 6- **Instructions to Bidders**

In submitting a tender, the bidder accepts in full and without restriction the special and general conditions governing a contract as the sole basis of this tendering procedure, whatever their own conditions of sale may be.

All bids submitted by the interested candidate must be valid for 12 months. Moreover, all documents must be submitted in English language.

**The bidder will be excluded from the pool of candidates in the following cases:**

- If two or more bids are submitted for the same tender
- **Late submission of offer according to section four of this tender**
- If documents are not stamped and signed
- If Annex A: Table (2) and (3) are not filled out
- If a bidder did not submit any of the mandatory documents according to Annex (A)

**Note:** SEED is not responsible for the failure of the Internet, network, server, or any other hardware or software used by the bidder.

#### 7- **Delivery**



All products will be delivered electronically through electronic mail.

8- **Tender Timeline**

Activity	DATE	TIME (City)
Date of issuing the tender by SEED Foundation	21 June 2022	04:00 PM- Erbil
Closing date for clarifications/questions through <a href="mailto:procurement@seedkurdistan.org">procurement@seedkurdistan.org</a>	26 June 2022	04:00 PM Erbil
Response for any clarifications through email	29 June 2022	04:00 PM Erbil
Deadline for submission of tenders	03 July 2022	04:00 PM Erbil

9- **Tender Process**

The following processes will be applied to this Tender:

- All accepted offers will be reviewed by SEED's Procurement team to assure that they match the requirements of SEED's to enter the pool of the candidates.
- An evaluation committee will be initiated internally at SEED to evaluate all of the accepted offers according to section eight.
- Only selected consultancies firms or individual consultants/freelancers will be contacted.
- Contract will be awarded accordingly to the selected consultancy firm/individual consultant or freelancer.

10- **Payment Terms:**

- Payment will be made after receiving, inspecting, and accepting quantities ordered.
- Payments will be made through bank transfer, check or cash according to SEED policy.
- Payment will be made within (30) days after submitting the invoice.

11- **Technical Evaluation / Selection criteria**

#	Criteria	Scoring
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1	<b>Delivery time in days:</b> Can you adhere to the stipulated delivery timeline	<b>10%</b>
3	Sample check of three videos <ul style="list-style-type: none"><li>● Style</li><li>● Subtitling</li><li>● Clarity/Flow</li></ul>	<b>40%</b>
4	Financial offer	<b>50%</b>

**Note:** Cost including all meetings to brief, review, and discuss the project and its outputs.

#### **Notification award and contract signature**

The successful bidder will be informed in writing by email that their tender was selected.

Within seven working days after receiving the email, the successful bidder signs, dates, and sends back the contract.

If the successful bidder fails to sign and send back the contract within seven working days, SEED will exclude the selected firm/individual and will contract the second candidate according to the evaluation outcomes of section eight.

#### **12- Split Awards**

SEED is not bound to contract with one offeror and can split the award between one or more companies.

#### **13- General Conditions of Tendering:**

##### **a. Specification**

If the bidder wishes to propose modifications to the specification (which may provide a better way to achieve SEED's objectives), these will be considered as an alternative offer. The bidder must make alternative offers in a separate letter to accompany the tender.

##### **b. Confidentiality**



Bidders must treat the invitation to tender and all associated documentation supplied by SEED in a confidential way.

- c. **Right to reject all tenders**, SEED has the right to reject all bids.
- d. SEED is not responsible for any Tax Clearance and the Delivery Terms.
- e. All costs incurred by the bidder in preparing and submitting the tender are not reimbursable.

**Annex A**

Bidder Name:	
Focal Points name:	
Email	
Phone:	
Address:	

**Table (1): Mandatory documents for submission (Administration)**

#	Description	If you attached, please tick below by (✓)
1	<b>Consultancy firms/companies:</b> Signed and stamped company Registration (Certification) for consultancies firms and Copy of the ID and Passport of the owner. <b>Individual consultant/freelancers:</b> Copy of the ID and Passport for individual consultants/freelancers.	
2	Tax clearance for 2021 Consultancies firms/companies: Mandatory individual consultants/freelancers: Not Required	



3	Bank account details	
4	Three similar experience with INGOs (please submit a PO or contract)	
5	Three videos as a sample	
6	References according to Table (2)	

**Table (2): References**

#	Referee Name	Phone number	Email	Name of the client/company
1				
2				
3				

**Table (3): Financial offer**

#	Description	Quantity	Delivery time in days	Unit Price in USD
1	Consultation & Ideation Meeting	1		
2	Storyboard film	1		
3	Animation video	1		
<b>Total</b>				