



## REQUEST FOR PROPOSAL

### Provision of Video Services for the Canadian Association of Midwives (CAM)/Association canadienne des sages-femmes (ACSF)

The Canadian Association of Midwives/Association canadienne des sages-femmes (CAM/ACSF) invites you to submit a proposal in accordance with the requirements of the following Solicitation. Proposals must be received by CAM/ACSF no later than the Due Date indicated in the table below.

<b>Issue Date:</b>	2017
<b>Proposal Due Date:</b>	2017
<b>Written questions and Proposals should be submitted via email to:</b>	Email: eheller@canadianmidwives.org Subject: "Video Services"

**Table of Contents**

*SECTION I – BACKGROUND AND OBJECTIVE ..... 3*

*SECTION II – OVERVIEW AND SCOPE OF WORK..... 4*

*SECTION III – INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS ..... 7*

*SECTION IV – EVALUATION CRITERIA ..... 9*

*ATTACHMENT A - PROPOSAL COVER SHEET ..... 10*

*ATTACHMENT B – REFERENCES/PAST PERFORMANCE..... 11*

*ATTACHMENT C – PRICE QUOTE..... 12*

## SECTION I – BACKGROUND AND OBJECTIVE

**The Canadian Association of Midwives (CAM)** is the national organization representing midwives and the profession of midwifery in Canada. CAM supports the National Aboriginal Council of Midwives (NACM) as the voice of Aboriginal midwifery. The mission of CAM is to provide leadership and advocacy for midwifery throughout Canada as an autonomous, self-regulated, publicly funded and vital part of primary maternal and newborn care. CAM promotes the development of the profession in the public interest and contributes the midwifery perspective to the national health policy agenda.

The vision of the Canadian Association of Midwives is that midwifery is fundamental to maternal and newborn health services, and that everyone in Canada will have access to a midwife's care for themselves and their baby. For more information, visit: [www.canadianmidwives.org](http://www.canadianmidwives.org) and [www.cam-global.org](http://www.cam-global.org).

The Canadian Association of Midwives/Association canadienne de sages-femmes (CAM/ACSF) is issuing a Request for Proposals (RFP) for Video services. There are two parts to this RFP. Part 1 is for videography services. Part 2 is for video editing services. Interested vendors can apply for one or both parts.

## SECTION II – OVERVIEW AND SCOPE OF WORK

**RFP No:** 20170404COMMS

**RFP Date:** April 4, 2017

**RFP Title:** Video Services for the Canadian Association of Midwives: SMS II

**RFP Issued By:** Canadian Association of Midwives/Association canadienne de sages-femmes (CAM/ACSF)

**Submission of Questions regarding the RFP:**

Questions related to the RFP must be submitted in writing to [eheller@canadianmidwives.org](mailto:eheller@canadianmidwives.org) no later than April 14<sup>th</sup>, 2017.

**Language of Proposals:**

The technical and cost proposals must be in English.

**Instructions for Submission of Proposals:**

In order to be considered, an electronic copy of the proposal must be submitted by April 19<sup>th</sup>, 2017 at 17:00 to [eheller@canadianmidwives.org](mailto:eheller@canadianmidwives.org). Please include subject line: "Video Services".

**Interview Process:** Following receipt of qualified proposals, CAM/ACSF reserves the right to interview all offerors. Interview format will be presented to the offerors at the time of official notification of any interview.

**Award:**

**Part 1**

The successful offeror will be hired to provide videography services at the following events:

Activity	Location	Number of days	Time frame
Parliament Hill Reception and interviews with midwives	Ottawa	2 days	May 10, 2017
Following of peer-to-peer midwives in their activities	Toronto (likely)	3 days	May 6-8, 2017 (likely)
International Confederation of Midwives Triennial Congress	Toronto	4 days	May 17-23, 2017
Interviews with midwives, filming on location, in Juba, South Sudan	Juba, South Sudan	10 days	July 2017
Interviews with midwives, filming on location, specific	South Sudan	14-20	October or

focus peer-to-peer project		days	November 2017
Possible additional filming for other CAM projects, including Midwives Save Lives, Improved Service Delivery for Safe Motherhood, More and Better Midwives, etc. (to be determined)	Montreal, elsewhere	TBD	TBD

Please note that all details, including time, number of days and location are subject to change. Travel to and from locations will be provided. For travel out of country, visa costs, vaccination and medical costs, and insurance will also be covered. CAM/ACSF works with UNFPA South Sudan while in-country to provide security for all consultants, staff and workers on contract.

**Part 2:**

The successful offeror will be hired to provide video editing services (including all post-production) for the following pieces:

Description	Length	Number of days expected	Time frame
Profile videos of Canadian and South Sudan midwives	2-5 minutes each	10	May-November 2017
Project promotion video	1-2 minutes	10	July 2017
Video promoting the peer-to-peer project (relationship building between Canadian and South Sudanese midwives)	Short version (3-4 minutes) as well as longer version (30 min. documentary style)	20	May-November 2017 and beyond
Support videos for the South Sudan Nurses and Midwives Associations	Variable	10	July 2017 and beyond
Videos of Phase 1, in collaboration with UNFPA	Variable	TBD	May-June 2017
Possible additional editing for other CAM video projects, including Midwives Save Lives, Improved Service Delivery for Safe Motherhood, More and Better Midwives, etc. (to be determined)	Variable	TBD	TBD

Please note that all details are subject to change, depending on footage obtained, needs of partner associations and changes in direction of project.

**Applicable to both Parts 1 and 2:**

CAM/ACSF will select the successful offeror(s) based on the qualifications and experience of the respondent and the respondent's experience providing these services in Canada.

Issuance of this request for proposals does not constitute an award commitment on the part of CAM/ACSF nor does it commit CAM/ACSF to pay for costs incurred by the offerors for the preparation and submission of a proposal.

CAM/ACSF reserves the right to split either part 1 or part 2 into contracts for more than one offeror.

The Canadian Association of Midwives will own all final products and retains all rights to use, edit and distribute the products as CAM sees fit.

## **SCOPE OF WORK**

### **Background:**

The Canadian Association of Midwives (CAM) believes that midwives play a unique and fundamental role in the provision of quality reproductive, maternal, and newborn health care – both in Canada, and internationally. Since 2008, the CAM has been working through partnerships with other national midwifery associations to deliver reciprocal capacity building and project development initiatives.

Founded on the premise that a midwifery association is the most appropriate body to provide capacity building support to another midwifery association, CAM incorporates the central theme of association strengthening into all of its wider programming. Through its association to association partnerships, CAM is committed to ensuring that the voices of southern midwifery associations meaningfully inform global maternal, newborn and child health programming. These voices drive the way we plan and prioritize our international work, and the ways in which we link expertise from the Canadian midwifery community with midwives around the world.

The Strengthening Midwifery Services in South Sudan Phase II (SMSII) is a collaboration, led by UNFPA South Sudan, that brings together the Canadian Association of Midwives and the South Sudan Nurses and Midwives Association (SSNAMA) as well as other partner organizations. As part of this multi-year project, CAM is responsible for communications that highlight the role of Canadian midwives in this project, promote visibility for the project in general, and support the communications capacities of SSNAMA.

CAM's Communications Department will oversee the production of all video materials. Development of narrative and scope of video(s) will be a collaboration between CAM and the successful offerors. CAM is looking for creative as well as technical input into this project. There is the possibility that this project will be extended into future years.

### **Budget**

CAM tentatively has a budget in the range of \$15,000-\$19,000 for Part 1, and \$13,000-17,000 for Part 2. There is additional budget for travel and travel-related costs.

## SECTION III – INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

### A. Video Services Proposal

Offerors' Video Services Proposal shall include the following. **Offerors are welcome to submit a proposal for one or both parts of the award. Please clearly specify which part(s) your proposal is for.**

**Narrative** - Offerors shall submit a complete narrative and/or supporting materials addressing all benefits provided under their Video Services Package and their capabilities to perform the scope of work. **Please consider the following when submitting your proposal.**

1. What are your core services?
2. How many years have you been in business?
3. What type of videos have you been involved with in the past?
4. Where are you located?
5. What are your standard days/hours of operation? What is your flexibility for travel, etc.?
6. Describe briefly your experience servicing non-profit organizations, professional organizations and/or health organizations.
7. Describe briefly your experience with documentary filmmaking.
8. Describe briefly your work process. How do you collaborate, etc.?
9. What types of tools do you use?
10. Why are you interested in this contract?
11. What is your process for safeguarding proprietary information?
12. Provide CVs of all individuals on the proposed team.
13. Provide examples of comparable work.

**Completed Attachment A** - Cover Sheet

**Completed Attachment B** – Past Performance/References - A minimum of two (2) client references worked with in the past two years on an activity that is similar to this Scope of Work. Include the contact information (names, company or organization, phone number and email). This document must be signed by the offeror.

**Completed Attachment C** – Cost Proposal - The cost proposal should include a per day rate for both filming and editing (depending on which part you are applying for) as well as an estimate of total days of work. Please specify if there are additional costs, how you deal with projects that go 'over-time', etc. Please include any and all relevant details regarding your preferred methods for determining price. Please note that the selected offeror(s) will have an additional opportunity to contribute to the scope of work, the total cost, as well as some influence over timing of work. Please specify if any discounts or non- profit rates are being offered. If your company has a pricing chart, please attach it.

### B. Questions

Questions regarding this RFP may be submitted IN WRITING VIA EMAIL no later than April 14<sup>th</sup>, 2017. Questions shall be submitted to: [eheller@canadianmidwives.org](mailto:eheller@canadianmidwives.org).

### C. Submission of Offers

Proposals must be received no later than **April 19<sup>th</sup>, 2017**.

Proposals shall be submitted via email to: [eheller@canadianmidwives.org](mailto:eheller@canadianmidwives.org). Subject: Video Services

***Note: Any proposal received after the above date and time will not be considered***

## SECTION IV – EVALUATION CRITERIA

### A. General Information

CAM/ACSF intends to evaluate proposals in accordance with the following criteria and select offeror(s) whose proposal(s) best fit the evaluation criteria.

### B. Evaluation Criteria

Selections will be made based on whose services will ensure the best possible quality and be in keeping with the most efficient process in terms of quality versus cost.

Offers will be evaluated based on the following criteria:

1. Ability to provide the best option and prices:

- Provide best overall solution to video services requirements
- Offer should be very competitive technically and financially

2. Experience and Skill

- Certification or demonstration of qualifications
- Experience in documentary filmmaking, especially in the areas of international development, human rights, and health
- Experience with travel in difficult settings

3. Saving Time

- Fast turn-around time
- Ability to meet deadlines
- Must be available via phone and email for questions and collaboration

4. Good Reputation

- Quality assurance
- References
- Billing done in a timely manner

### C. Non-Profit Pricing

CAM/ACSF is a non-profit organization. Offerors should provide any and all discounts available to CAM/ACSF based on its status as a non-profit organization.

### D. Acceptance of Offer and Award

The successful offeror(s) will be awarded a contract with CAM/ACSF to provide videography services and/or editing services for the production of a series of videos for the Strengthening Midwifery in South Sudan Phase II project. The successful offeror(s) and CAM will collectively negotiate a final budget and payment schedule at the time of awarding of the contract.

CAM/ACSF reserves the right to select a proposal in whole or in part, or not to select a proposal, in accordance with the best interests of CAM/ACSF.

**ATTACHMENT A - PROPOSAL COVER SHEET**

**20170222COMMS**

Company Name: \_\_\_\_\_

Name of Person to be Contacted in Case of Questions Regarding this Proposal:

\_\_\_\_\_

Telephone of Contact Person Named Above:

\_\_\_\_\_

Email of Contact Person Named Above:

\_\_\_\_\_

Name of Individual Authorized to Sign Contracts on Behalf of Company Named Above:

\_\_\_\_\_

Title of Authorized Individual:

\_\_\_\_\_

**Certification:**

**By signing below, I certify that the information provided is true and correct, that it shall remain valid for a minimum of 90 days, and that I am authorized to respond to this solicitation on behalf of the Company named above. I further understand that CAM/ACSF retains the right to reject, in whole or in part, any and all bids for any reason.**

\_\_\_\_\_

Signature of Authorized Individual

\_\_\_\_\_

Date

**ATTACHMENT B – REFERENCES/PAST PERFORMANCE**

**20170222COMMS**

*Complete the table below providing information for at least 2 past/current customers for whom your company provided services similar to the ones for which you are submitting a proposal. Past customers listed below must be available to speak with a CAM/ACSF staff member during the evaluation process.*

Offeror Signature (Mandatory): \_\_\_\_\_

**REFERENCES/RECOMMENDATIONS**

Past Customer's Company Name	Past/Current Customer Contact Person	Phone & Email Information for Contact Person	Company Address	Description of Services Provided	Date(s) Work Performed

**ATTACHMENT D – PRICE QUOTE**

VENDOR NAME: \_\_\_\_\_