



**Global
Partnership**
for Sustainable
Development Data

Request for Proposals

Content Creation [Kenya]

Consultancy

Deadline: July 31st, 2024

Global Partnership for Sustainable Development Data

To : Offerors
From : Global Partnership for Sustainable Development Data /
United Nations Foundation
Subject : Kenya Content Creation Consultancy
RFP Issue Date : Wednesday July 17, 2024
RFP Closing Date : Wednesday July 31, 2024
RFP Closing Time : 17:00 hours U.S. Eastern Time
Performance Period : Approximately August 2024 – October 2024

The Global Partnership for Sustainable Development Data (the Global Partnership) is seeking a content creation consultant (individual or company) based in Kenya with considerable experience and knowledge to provide content creation services, this would include taking pictures and recording videos, as well as pre- and post-production of the videos. The Global Partnership invites qualified individuals, firms and organizations (“Offerors”) to submit a proposal for the requested services. The Contract resulting from this award will be a **Services Agreement**.

Offerors are encouraged to read this RFP in its entirety, paying specific attention to the scope of services, instructions, and requirements. Issuance of this solicitation does not, in any way, obligate the United Nations Foundation (UNF) to award a contract, nor will UNF pay for any costs incurred in the preparation and submission of a proposal. The agreement resulting from this RFP will be provided to the most responsive Offeror whose offer will be the most advantageous to the Global Partnership/UNF in terms of cost, functionality, and other factors as specified in this RFP.

The Global Partnership is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and consultants.

Section 1: Background and purpose

Background: United Nations Foundation

The United Nations Foundation links the UN’s work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, data, global health, peace and security, women's empowerment, poverty eradication, energy access, and U.S.-UN relations. The United Nations Foundation hosts and provides administrative, financial and contractual services for the Global Partnership. For more information, visit www.unfoundation.org.

Background: Global Partnership for Sustainable Development Data

The Global Partnership for Sustainable Development Data (Global Partnership) is a dynamic global network of governments, UN agencies, private companies and civil society organizations. The Global Partnership convenes, connects and catalyzes action to address the problems of poor data use, access, quality and production, and to work with stakeholders to fully harness the new opportunities of the data revolution in the service of sustainable development. For more information, visit www.data4sdgs.org.

Background: Capacity Accelerator Network (CAN) Project

The Global Partnership, in collaboration with data.org, is implementing the Africa Climate and Health Data Capacity Accelerator Network (CAN) fellowship program. This program aims to strengthen the capacity of national statistics systems and social impact organizations by embedding data science fellows within these institutions to work on specific use cases. The Global Partnership will conduct a Cholera Dashboard Preparation week estimated to take place from August 12, 2024 to August 17, 2024 in Nairobi, Kenya to engage with stakeholders, the Kenyan-based fellow, and the Kenyan host institution.

Section 2: Scope of services

The Global Partnership is seeking a professional content creator to capture the essence of our program and its impact during the Cholera Dashboard Preparation week. The selected vendor will be responsible for:

- Participating in preparatory meetings and planning with the Global Partnership point of contact, discussing the pre- and post-production process, including but not limited to, the timelines for delivery of the final product(s), any specific editing requests, and the format for delivery.
- Conducting and filming interviews with the CAN fellow(s), the CAN host institution(s), and team members of the Global Partnership based on the schedule and interview questions provided by the Global Partnership.
- Photographing the CAN fellow(s), the CAN host institution representative(s), and team members of the Global Partnership.
- Providing post-production services, including but not limited to editing and compiling the photos and videos.

Deliverables

The selected vendor will be expected to deliver:

- A set of more than 40 high-quality photographs of the CAN fellow(s), Global Partnership team members, CAN host institution(s), and other stakeholders.

- Create a trailer that is 30 to 60 seconds in length. The trailer should be a combination of all the interviews conducted aimed at engaging the viewer.
- Create three-minute edited versions of each of the video interviews that were conducted.
- Create an engaging combined video cut of all the interviews that lasts less than 3 minutes.

Desirable experience/qualifications

(If a consulting firm is bidding, the Global Partnership will look for these qualifications from the lead individual and others likely to be significantly engaged in the work.)

1. Education and Training:

- Formal education or relevant training in media studies, journalism, communications, or a related field.
- Familiarity with industry-standard tools and software for video editing and content creation.

2. Practical Experience:

- Proven experience in creating video-based content, especially interviews and documentary-style videos.
- Portfolio showcasing previous interview videos or related work.
- Ability to handle equipment such as cameras, microphones, and lighting setups.

3. Effective communication skills to convey ideas clearly and collaborate seamlessly.

4. Experience managing time efficiently, especially during content creation and editing.

5. Demonstrated passion for storytelling and communication.

Examples of Previous Content

To give you an idea of the style and quality we're looking for, here are some examples of videos that we like. Please note that these are just examples, and we're open to your creative interpretation:

- [The secret to developing a register-based statistics system | Collaborative on Administrative Data](#)
- [RevUp Women Launch in Lagos, Nigeria - YouTube](#)
- [Members' Feedback - Cinolu - YouTube](#)

Section 3: Proposal Preparation Instructions

Proposals are expected to be comprehensive and include the information set forth below. Elaborate or unnecessarily voluminous proposals are not desired. The font used should be easy to read and generally no smaller than 11 points. (Smaller font can be used for short footnotes.) Proposals must be submitted in **English**.

1. Technical Proposal, no more than two (2) pages:
 - a. The primary contact person for the Offeror: the individual's name, address, phone number and email address.
 - b. A statement confirming the Offeror does not have a conflict of interest with this RFP, real or perceived.
 - c. A summary of the Offeror's understanding of the scope of services, along with a positive commitment to perform the work in a timely manner.
 - d. A brief description of the Offeror's experience and expertise in the field that illustrates overall qualifications and capabilities to meet the terms of the RFP, and years of relevant experience.

2. Resume(s) or CV(s) of key personnel

3. Portfolio of work

The Offeror will include sample design work for at least three projects.

4. List of references

The Offeror will include a list of three references, including phone number, e-mail address and a short description of work done for the referee.

5. Cost requirements

The Offeror should provide a budget, including a cost breakdown, for the services described above. All prices must be quoted in **U.S. dollars**.

Proposal submission: Proposals, including any attachments (limited to 6MB), should be sent electronically in **PDF** format to: **proposals@data4sdgs.org**. Be sure to include in the subject line: Kenya Content Creation Consultant. UNF will not accept proposals received by fax or mail.

All proposals are due by the date and time stated above. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Late proposals will not be evaluated.

Section 5: Selection and Evaluation Criteria

The Global Partnership will consider the Offeror's capability to deliver the scope of services, and the feasibility of the approach. The Global Partnership will also consider the overall costs to ensure that they are reasonable to deliver the services. The Global Partnership may meet with one or more Offerors prior to selection.

Proposals will be evaluated based on:

- Experience with similar projects.
- Quality of the proposed approach.

Section 6: RFP Conditions

UNF reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.

Nothing in this RFP is, or should be relied on by Offeror as, a promise or representation by UNF. UNF does not make any representation or warranty as to the completeness of this RFP or have any liability for any representations (express or implied) contained in, or omissions from, this RFP. This RFP and any replies to any written notifications are transmitted to the Offeror solely for the purposes of the Offeror preparing and submitting a Proposal. Each Offeror shall keep the RFP and its contents confidential.

Any information or materials submitted in response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of UNF and will not be returned. In submitting a proposal, the Offeror must agree that the offer shall remain firm for a period of no less than **120** days from the RFP closing date. Failure to follow the specifications and requirements provided in this RFP may result in disqualification.

Section 7: Terms of payment

Payment terms for the award shall be on a deliverable basis and will be made following completion of deliverable(s). Payment is dependent upon receipt of a valid invoice, and contingent upon successful completion of deliverable(s), at the sole discretion of UNF. Payment shall be made in U.S. dollars by UNF via check or electronic funds transfer/bank wire. The final payment terms in the contract will control, not this RFP. No advance payments will be provided.