



Date: 25 October 2022

RFP No. MLA-2022-030

Request for Proposals (RFP): Short promotional video on Interactive Audio Instruction (IAI)

Company Description

Education Development Center, Inc. (EDC) is one of the world's leading nonprofit research and development firms. EDC designs, implements, and evaluates programs to improve education, health, and economic opportunity worldwide. Collaborating with both public and private partners, we strive for a world where all people are empowered to live healthy, productive lives.

About the USAID Opportunity 2.0 Program

Opportunity 2.0 is a program of the United States Agency for International Development (USAID) that supports existing programs and mechanisms for improving the education, employment, and livelihood outcomes of 180,000 out-of-school youth across 15 cities in the Philippines until 2025.

Part of strengthening second-chance education in the Philippines, EDC introduced Life Skills content into the Alternative Learning System curriculum of the Department of Education. After taking the nine-module Life Skills program, youth develop self-confidence and are more equipped to deal with real-life challenges in their community and in society at large.

In response to the COVID-19 pandemic, EDC enhanced Life Skills modules to be self-directed and began developing them into Interactive Audio Instruction (IAI) materials. This way, DepEd ALS can continue education for learners from the safety of their homes.

1. Purpose

The purpose of this RFP is to invite prospective Offerors to submit Proposals for a 2–3-minute video production for USAD Opportunity 2.0 Program. The video will target education experts and practitioners, especially at the Department of Education Alternative Learning System (DepEd ALS), as well as potential partners, so that they may see the value of distance learning, particularly IAI, in teaching and delivering ALS and hopefully, commit support in its co-development.

The video will be used primarily in social media and secondarily in meetings, events, and activities involving DepEd ALS officials, administrators, and teachers, and external partners. Please see **Annex A** for the creative brief.

2. Eligibility

This RFP is open to offers from individuals or organizations incorporated or legally registered under the laws of the Philippines.

3. Minimum Qualifications

- Demonstrated competency in video production having undertaken similar promotional video projects for youth or education development programs
- Familiarity with the Department of Education Alternative Learning System programming in the Philippines, an advantage
- Excellent language proficiency in English and Tagalog

4. Specific Tasks

The successful individual or organization must:

- Review and familiarize with **Annex B**: Introductory Materials on Interactive Audio Instruction on ALS Life Skills Curriculum.
- Ensure messages in the script and video treatment appeal to the target audience. See **Annex C**: Promotional Video Pegs.
- Draft and present the script or story board to DepEd and EDC for approval
- Use music, sounds, and effects tailored to fit the subject matter
- Use conversational, light, and appropriate language and tone
- Provide voice over, if applicable
- Provide subtitles or captions in both English and Tagalog
- Utilize vector or typographical animation, incorporation of photos, videos, or hand-drawn elements possible, depending on agreed script
- Coordinate the production process with EDC/Opportunity 2.0 team
- Seek review, guidance, and approval from EDC/Opportunity 2.0 on all deliverables
- Turnover all assets and files developed or purchased through the project, in both rendered and raw versions

5. Deliverables

One (1) video promoting IAI with a running time of **two (2) to three (3) minutes** as approved by EDC.

6. Delivery Schedule

Delivery Schedule	LOE	Payment Tranche
Signed contract Reviewed documents Draft script/story board	3 days	10%
On-location filming/Remote filming First draft approved by DepEd and EDC	10 days	40%
Second draft, with subtitles approved by EDC	3 days	20%
Final draft and turnover of rendered video in 1080p, MP4 format, along with all raw files and assets	2 days	30%

7. Duration

The anticipated duration of the firm fixed price contract resulting from this RFP is one (1) month from the award date.

8. How to Apply

Interested and qualified individuals/organizations should submit the following requirements in PDF, Word, or Excel formats:

- **A detailed technical proposal** of what services and products exactly will be provided to EDC, including a narrative to justify the choices proposed that will meet EDC's needs outlined in Section 4 and all technical information.
- **A capacity statement** outlining the Offeror's capability in relevant project activities and the Offeror's financial and administrative capability and experience.
- **CVs** of qualified personnel proposed under the Offeror's proposal, including details of their relevant experience and relevant assignments in the past three years.
- **A detailed financial proposal:** All Offerors must submit a cost breakdown in Excel format for completing the work described in this RFP. EDC anticipates issuing a fixed price contract.

Financial proposals must be valid for thirty (30) workdays from the deadline of submission to EDC.

- **Work portfolio** containing at least three (3) work samples from similar projects with references (reference checks may be conducted). A link to a portfolio can be provided if the files are too large to be submitted via email.

All documents referenced in **Section 8. How to Apply** must be sent via email to ProcurementPh@edc.org with the subject "Proposal in Response to RFP No. MLA-2022-030 IAI Promotional Video" by no later than 5:00 P.M. Manila Time, November 8, 2022.

9. Evaluation

The purpose of this RFP is to identify those organizations that have the interest, capability, and financial strength to supply the services identified in Section 4. EDC will evaluate proposals in accordance with this section and intends to award a contract to the responsible Offeror whose proposal represents the best value to EDC. "Best value" is defined as the offer that results in the most advantageous solution for EDC, in consideration of technical, cost, and other factors.

The submitted technical information will be scored by a technical evaluation committee using the technical criteria shown below.

Technical Criteria	Description	Maximum Points
Past Experience	Portfolio and similar projects in the Philippines	30
Personnel	Background education, training, and professional experience	30
Technical Approach	Innovation/creativity/impact (based on sample + proposed approach)	30
Timeline	Timeline that demonstrates the completion of the project within the timeframe stated in the RFP	10
Total		100

Cost proposals will be evaluated but will not be assigned a rating. The evaluation of cost will include a determination of cost realism, completeness, and reasonableness. Cost realism is defined as the Offerors' ability to project costs which are realistic for the work to be performed; reflect a clear understanding of the requirements; and are consistent with the Offeror's technical capacity.

Technical and cost proposals will be evaluated relative to each other, as described herein. Technical is significantly more important than cost.

All Offerors must complete the following form and submit with their proposal.

Full Legal Name of Company		
Contact Person's full name and phone number		Name: Number:
Proposal Pricing Validity in Days	Number of Days: thirty (30) workdays	
Authorized Signature:	Date:	

Please provide three (3) references where you or your organization has provided similar services.

Reference #1:

Organization Name: _____

Contact Person: _____

Email Address: _____

Telephone Number: _____

Type of Services Provided: _____

Value of Services Provided: _____

Month/s and Year During Which Services were Provided: _____

Reference #2:

Organization Name: _____

Contact Person: _____

Email Address: _____

Telephone Number: _____

Type of Services Provided: _____

Value of Services Provided: _____

Month/s and Year During Which Services were Provided: _____

Reference #3:

Organization Name: _____

Contact Person: _____

Email Address: _____

Telephone Number: _____

Type of Services Provided: _____

Value of Services Provided: _____

Month/s and Year During Which Services were Provided: _____

Annex A. Creative Brief

Project: Video Promoting Interactive Audio Instruction of the ALS Life Skills Curriculum

Background and Purpose: EDC has piloted the production of IAI Life Skills episodes. To promote continuous and increasing support for this essential project, its proponents must secure the support and buy-in of its stakeholders especially at DepEd and external partners. To do this, in addition to the initial episodes produced, a video promoting IAI among education stakeholders in the Philippines will be developed.

Objective: At the end of viewing the video, the target audience should be able to explain the contribution of IAI in delivering the ALS Life Skills curriculum and gather support for IAI's development, delivery, and distribution

Treatment: Promotional ad for IAI

Format: Dramatized, corporate AVP

Language: *Taglish*, with English subtitle

Tone: Motivational. Rising tone, from serious to energetic. Can be podcast-like. Conversational and active, warm and direct voice and tone is preferred.

Duration: 2-3 minutes

Characters: Four talking heads (One IAI expert, one DepEd official, one ALS teacher, and one youth)

Draft Content Outline:

- I. **The Situation: learning modalities and materials used by ALS**
- II. **The Challenges: Access to materials, literacy level**
- III. **The Solution: IAI (What it is, how it works, who uses it, learning results)**
- IV. **Call to Action: Adopt IAI to deliver ALS, support its development**

Sample Key Messages*

ALS Teacher	Youth learner	IAI Expert	DepEd Official
Napakahirap talaga magturo noong pandemic. Kailangan maging flexible sa pagdeliver ng lessons	Tumigil ako noong pandemic. Sabi ko, hindi para sa akin ang distance learning.	When the pandemic hit, we quickly translated the ALS Life Skills curriculum to Interactive Audio Instruction.	We saw how incredibly important it was to have our curriculum available in different modalities especially amid the COVID-19 crisis.
Dahil nagbabago ang demands ng market at interes ng bata, dapat iupdate and materials para manatiling relevant.	Noong na-review po namin ang Life Skills through audio, nakakatuwa po pala!	IAI allows teaching and learning to continue from the safety of distance while keeping the engagement.	IAI must be further developed to ensure that learning will continue, especially for our learners
Nakita ko kung paano nagreact ang mga estudyante sa IAI. Interesting ang delivery ng lesson. Bago sa pandinig. Hindi lang para sa learners pati na rin sa sa teachers.	Masaya rin po palang mag-aral kung yong materials ay madaling sundan at i-absorb kagaya ng IAI Life Skills episodes. Relate na relate po ako sa characters!	Learners to are able to engage with the materials in a safe and engaging way.	IAI, as an innovative instructional materials, is definitely an upgrade to our existing materials.

*Final guide questions for interviews can be developed later

Annex B. Introductory Material on IAI on Life Skills

https://docs.google.com/presentation/d/1C5ZI_ZHZVr6uya_yypHI19GOerFj-9Ba/edit?usp=sharing&oid=116237125044220043003&rtpof=true&sd=true

Annex C. Video Pegs

Title and Links	Notable characteristics
https://www.youtube.com/watch?v=cmRcoJZRXEY&ab_channel=CrashCourse	Talking heads style
https://www.youtube.com/watch?v=BiM6MjfBpzw&ab_channel=MasterClass	Ad with talking heads Characters Great use of music, sounds
https://www.youtube.com/watch?v=jLbJayQygzw&ab_channel=Vox	Hopeful, inspiring tone Use of b-rolls
https://www.youtube.com/watch?v=Hiac714laRg&t=1s&ab_channel=O2Comms	Language and tone